

# HARDWARE AGE

Published Every  
Other Thursday

Editorial Index Page 57  
Advertising Index Pages 174-175

January 29  
1948



farmers buy their steel goods where  
they can buy **UNION FLEX-BEAM** forks

Farmers know that a fine fork requires real craftsmanship, and makes a lot of difference to a man in handling loads. When you display FLEX-BEAM forks you tell every farmer who comes in your store: *"Here's the place to buy good tools."*

This year, you'll have even finer FLEX-BEAM forks to show: the visible, self-selling quality of hand-picked ash handles in an improved finish that brings out their natural beauty; long-tapered tines all roll-forged in one piece by UNION craftsmen; new "Tapertite" ferrules that are satin-smooth to hand and eye; new "pre-selling" display label that speeds self-service by your customers . . . plus the famous steel FLEX-BEAM that gives these forks their special brand name and makes them the strongest light forks in the world.

Nationally Advertised to Over 5 Million Farmers

with a year 'round schedule in Country  
Gentleman, Successful Farming, Capper's,  
Hoards Dairyman, Pacific Rural Press.

Ash Handles, hand picked from the best  
% of the tree. Improved new finish  
plays natural beauty of their wood.

Steel FLEX-BEAM bridges the spot where  
handles break, gives super-strength  
light and lively action.

3: New "Tapertite" Ferrule,  
smooth as satin where you grip;  
precision fitted, stays tight.

4: Heads Roll-Forged in one solid piece — not  
welded or drop forged; long tapered, spring-tempered  
tines, practically unbreakable.

5: New Display Label,  
saves you selling time.

UNION FLEX-BEAM Hay, Grain and Manure Forks are perfectly  
hung and balanced, light in weight and full of action in addition  
to these 5 features of quality, eye appeal and longer life.  
See your UNION jobber about your requirements.

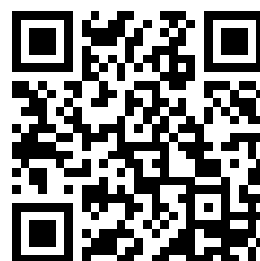


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# MILLIONS OF WOMEN WERE AFRAID!

**Y**ou know it's true. You've heard it in your store thousands of times. You've heard it at home, among your friends.

Women have feared pressure cooking.

Thousands of pressure cookers have been received as gifts, and are still unused because of fear and lack of understanding.

Still others have been purchased,

tried and discarded or returned because they were “too complicated.”

You know that women have pressure cooking accidents. Chances are one of your own circle of acquaintances has opened a pressure cooker with pressure inside. Or has blown a safety plug and geysered food to the ceiling.

Now, Ekco takes the fear out of pressure cooking. By exposing to the white light of truth the things that women fear. By telling the public that two accidents which happen in pressure cooking can't happen with the Ekco.

*Let your conscience be your guide.*  
Sell your customers the cooker that  
is safest and simplest . . . Ekco.

## EKCO PRODUCTS COMPANY

**1949 North Cicero Avenue, Chicago, Ill.**

**National Sales Representatives:**

## D. E. Sanford Company



**MILLIONS OF WOMEN** will read ads such as this in Life, Good Housekeeping, Ladies' Home Journal, and others.

# EKCO

*simplest*  
*safest* **Pressure  
Cooker**

These newspaper headlines show that pressure cooker accidents DO happen.







**"Now watch me warm up cold customers!"**

"Ever notice how customers warm up to Manning-Bowman appliances? Now Manning-Bowman brings out another profit-making item for you—an M-B quality heating pad.

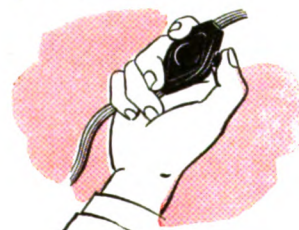
"The best way I know to sell quality heating pads is to demonstrate *specific quality features*. Take this new Manning-Bowman Three-Heat Warming Pad, for instance..."



**1.** Start with *looks*. Choice of soft, colorful chenille covers, or luxurious quilted satin, at various prices. Covers are removable for cleaning.



**2.** Safety is important too. Pad is waterproof—completely vulcanized—may be used with wet compresses with cover removed. U.L. approved.



**3.** Point out choice of *three* even heats at a thumb touch. Handy switch is easy to set, even in the dark! Pad *stays* at heat selected.

## Manning Bowman Means Best

Manning, Bowman & Co., Meriden, Connecticut. In Canada: Manning, Bowman & Co. (Canada) Ltd., Oakville, Ont.  
Makers of M-B quality Toasters, Percolators, Broilers, Irons, Automatic Grills, and Waffle Bakers.

**THE LINE THAT'S ALWAYS IN DEMAND**

JANUARY 29, 1948



# KAY-TITE

CONTROLS WATER SEEPAGE  
IN POROUS MASONRY



- ✓ CINDER BLOCK WALLS
  - ✓ CEMENT BLOCK WALLS
  - ✓ STUCCO SURFACES
  - ✓ PUMP AND BOILER PITS
  - ✓ FIELD AND QUARRY STONE
  - ✓ CONCRETE MASONRY
  - ✓ RETAINING WALLS
  - ✓ ROUGH MASONRY
  - ✓ UNGLAZED TILE
  - ✓ SWIMMING POOLS
  - ✓ CISTERNS ✓ SILOS
  - ✓ ELEVATOR PITS
  - ✓ CELLARS
  - ✓ RESERVOIRS
  - ✓ COPINGS
  - ✓ BRICK WALLS
  - ✓ BRICK PIERS
  - ✓ FISH PONDS
- ✓ KAY-TITE CAN BE USED ABOVE OR BELOW GRADE. INSIDE OR OUTSIDE

# KAY-TITE

CONTROLS WATER SEEPAGE  
IN POROUS MASONRY



# KAY-TITE

CONTROLS WATER SEEPAGE  
IN POROUS MASONRY



Send for your counter  
and window displays to:

**KAY-TITE COMPANY • WEST ORANGE, N.J.**



**Star  
Performance**

*Guaranteed*  
**with**

REPLACEMENT OR REFUND OF MONEY  
**Guaranteed by**  
**Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

# **VITA-VAR** **PAINTS**



**in QUALITY!** The famous Good House-keeping Guarantee has been granted to every VITA-VAR Paint, Enamel, Varnish, right down the line! That's added proof of VITA-VAR quality!



**in GREATER VOLUME!** Year after year, VITA-VAR DEALERS DO A BIGGER, MORE PROFIT-ABLE paint business! VITA-VAR is a complete line. Enables dealers to sell every possible paint user in the community — painters, home owners, factories, farms, stores, public buildings, etc.



**in DEALER SUPPORT!** VITA-VAR dealers are in the strongest position against competition! And VITA-VAR backs dealers to the limit with an amazingly successful program of advertising, sales promotion and merchandising concentrated where it does dealers the most good!

**The VITA-VAR  
EXCLUSIVE  
FRANCHISE**

gives you com-  
plete protection  
in your territory.  
Write for full de-  
tails today!

# **VITA-VAR CORPORATION**

PAINT ENGINEERS SINCE 1888 • NEWARK • NEW JERSEY • U. S. A.



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# WHEN YOU BUY WIRE BUY WICKWIRE

These Three Types fill scores of needs.  
A small investment pays off big in  
sales with little selling effort.



## WICKWIRE SPENCER MECHANIC'S WIRE

A soft annealed wire, just the thing for many purposes. Supplied in popular 50 and 75 ft. coils, packed 12 coils per box; or on convenient 2 and 5 lb. spools which eliminate tangled coils, kinked ends and waste. One continuous length—no short ends.



## WICKWIRE SPENCER MUSIC WIRE

Made of finest quality spring steel, perfectly surfaced and uniformly high in tensile strength. Sealed in moisture-proof cellophane envelopes. Wide range of sizes in  $\frac{1}{4}$ ,  $\frac{1}{2}$ , 1 lb. and 5 lb. packages.



## WICKWIRE SPENCER W-480 WIRE ASSORTMENT

Ideal for minor repair jobs—a fast, profitable, over-the-counter seller. Each sturdy carton contains 48 coils of wire—6 coils each of four different sizes, in soft galvanized wire and soft copper wire. Five to twenty feet per coil depending on wire size.

For descriptive circular and prices, write, Automotive Department, 2 New Bond Street, Worcester 6, Mass.



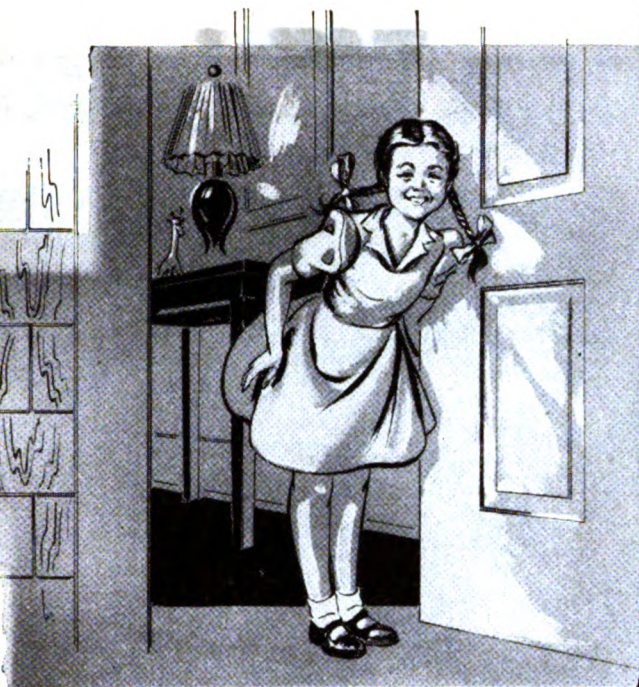
# WICKWIRE SPENCER

A DIVISION OF THE COLORADO FUEL AND IRON CORPORATION

AUTOMOTIVE, SALES OFFICE AND PLANT—2 New Bond St., Worcester 6, Mass. • EXECUTIVE OFFICE—500 Fifth Avenue, New York 18, N. Y.

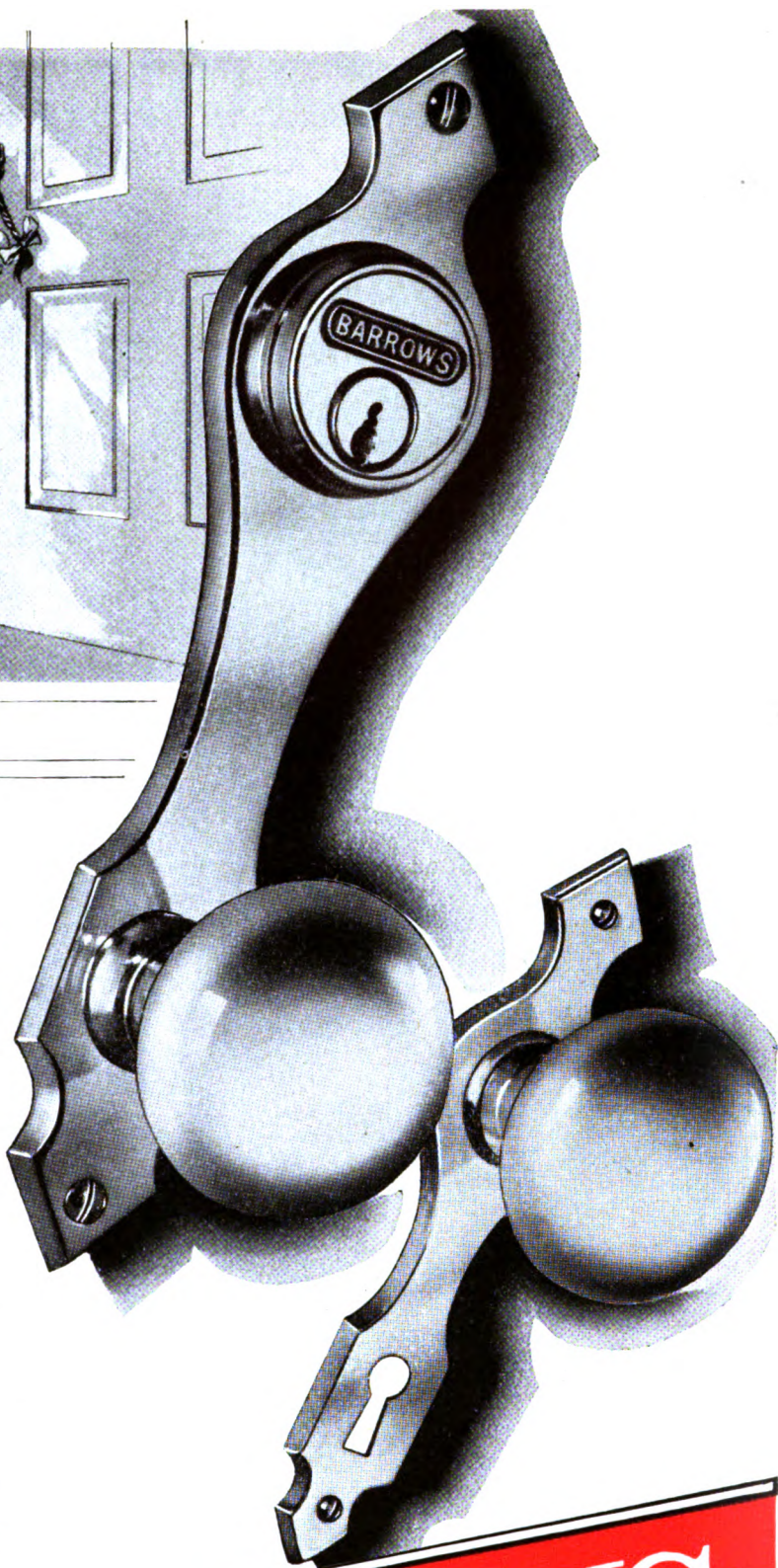
Other quality Wickwire Spencer Products include Insect Wire Screening • Hardware Cloth, Poultry Netting • Reelock Chain Link Fence • Wire Rope Clinton Welded Wire Fabric • Overhead Garage Door Hardware.





THE  
*Charm*  
OF SIMPLICITY

Here is a design that is popular with builders and home-owners because of its clean lines and simple grace. It comes from a long line of BARROWS BEAUTIES. And it's a lockset that's got more than good looks. You'll find it easy and fast to install, smooth in operation, and ruggedly durable. Such qualities are inherent in all Barrows Hardware—and explain why the men who specify Barrows always know they can bank on Barrows—for Beauty, performance, and long life.



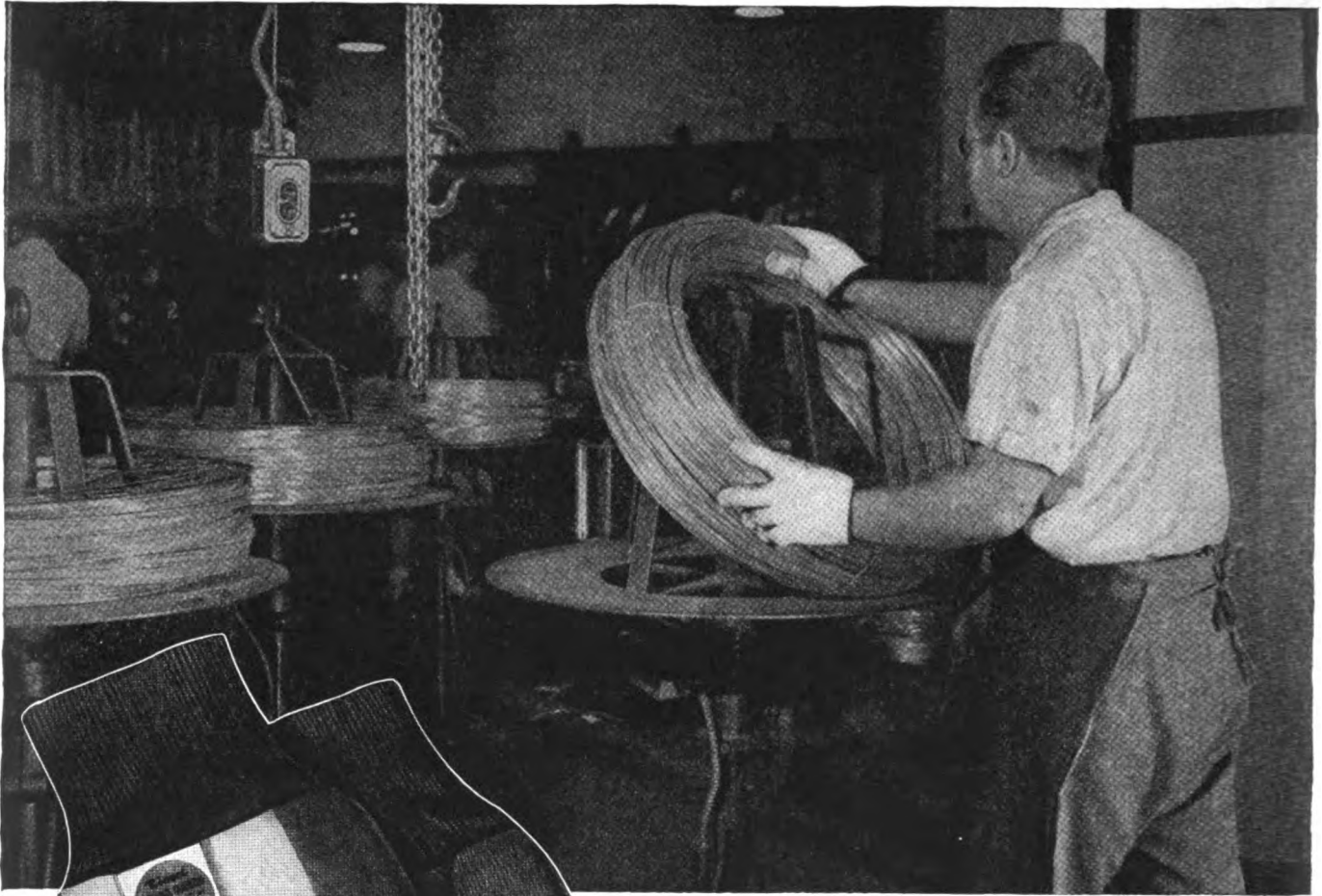
*Bank on*

**BARROWS**

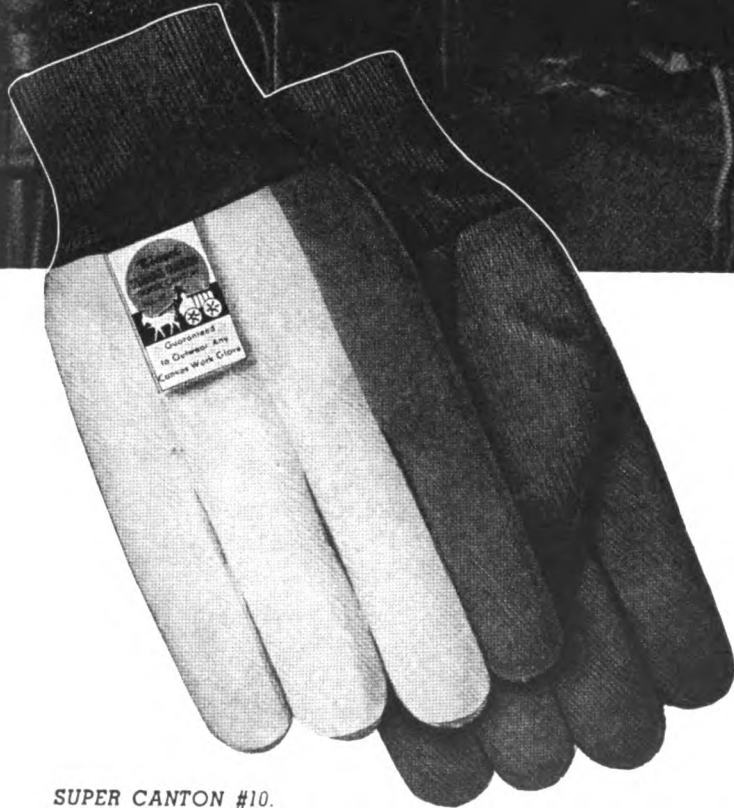
NORTH CHICAGO, ILLINOIS



# For Production Efficiency



*"By Courtesy of the American Can Company"*



## **SUPER CANTON #10.**

New type work glove guaranteed to outwear any canvas glove, but for all its toughness, it is soft and flexible, with a non-slip surface that provides a safe, sure grip.

Today, more than ever before, production efficiency is the key to profits . . . and this applies to the farmer and the "little fellow" as well as to "big business". Better work gloves help to promote better production efficiency, for skilled hands that can work in comfort with full protection can do a better job.

Riegel's WAGON BRAND Work Gloves are the best you can buy . . . comfortable, durable and economical . . . qualities that are made possible by complete Riegel control in one plant, from the raw cotton to the finished glove.

To get "The Right Glove for Every Job", specify Riegel's WAGON BRAND.

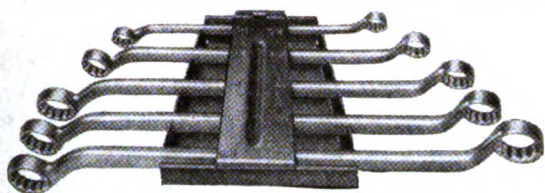
# **Riegel WORK GLOVES**

**RIEGEL TEXTILE CORPORATION 342 Madison Ave., New York 17, N. Y.**





# TO SEE IT IS TO WANT IT!



## THIS *Barcalo* BOX WRENCH SET

The idea "sells itself" to customers! Here's a set that helps keep the wrenches from getting scattered about on the job. Each wrench fits snugly in its own size slot when not in use. Handy "keyhole" in back of case allows hanging set on a wall — or the set can easily be carried.

And it's a powerful, ready-made display! On the wall or on the counter, those gleaming nickel-finished wrenches STAND OUT in the attractive blue metal case.

And when you point out these other features, it "makes sense" to ANYONE who takes pride in fine, practical tools:

**1 FASTER SELECTION!** Each wrench can be taken out individually — in this orderly arrangement of wrenches by sizes.

**3 FULL SIZE RANGE** —  $\frac{3}{8}$ " to  $\frac{7}{8}$ " openings.

**5 QUALITY CONSTRUCTION!** Wrenches are of special analysis tool steel, precision formed. The shiny heads are tough, yet thin-walled. Both case and wrench are built to stand years of hard service.

**2 CONVENIENCE!** Popular angle OFFSET HEADS get into recessed places easier.

**4 BETTER GRIPPING!** 12-point openings grip nuts much easier.

Order this popular Barcalo set now. You'll find it sells on sight!  
Simply write Dept. HA



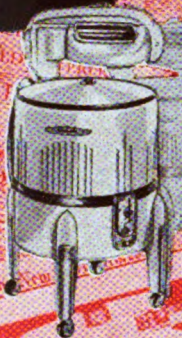
**Barcalo**  
MANUFACTURING COMPANY  
BUFFALO 4, N. Y.



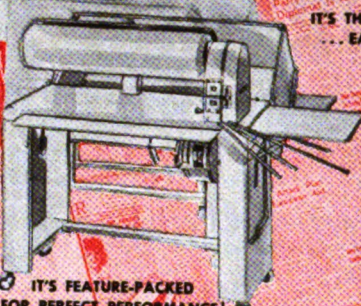




# WE'VE GOT



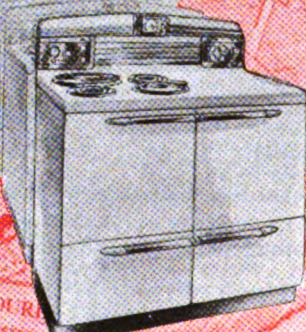
ITS SENSATIONAL TWO-SPEEDS  
MEET EVERY WASHING-NEED!



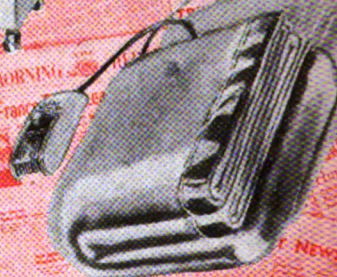
IT'S FEATURE-PACKED  
FOR PERFECT PERFORMANCE!



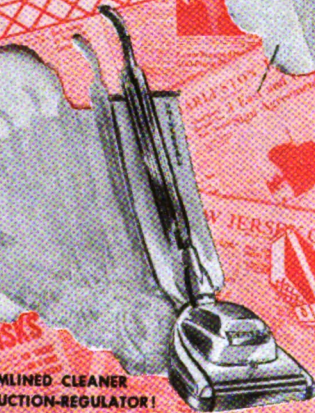
IT'S THE NEW BEAM-O-LITE  
... EASY ON THE EYES!



IT'S FAST... IT'S DRAMATIC  
... IT'S COMPLETELY AUTOMATIC!



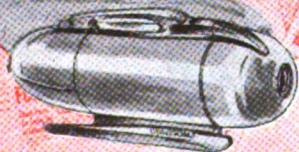
TOPS IN ELECTRIC BLANKETS  
WITH THE SLUMBER-SENTINEL!



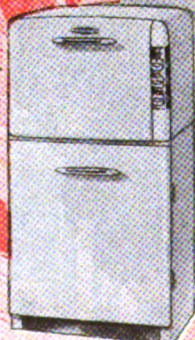
IT'S THE STREAMLINED CLEANER  
WITH EXCLUSIVE SUCTION-REGULATOR!



IT'S THE PERFECT PARTNER  
FOR COMBINATION SALES!



IT'S THE FAMOUS CLEAN-AIR CLEANER  
WITH THE TATTLE-TALE LIGHT!



IT'S THE NEW BANTAM RANGE  
WITH BIG RANGE PERFORMANCE!



COFFEEMATIC FOR COFFEE  
AS YOU LIKE IT!



# A DATE IN '48!

## A FULL YEAR OF BETTER PRODUCTS AND BIGGER PROMOTIONS TO BUILD YOUR PROFITS!

IN 1948, UNIVERSAL will carry on the biggest promotional activity in its entire history. Hard-hitting campaigns will back America's leading line of quality appliances in a year 'round activity with the largest advertising appropriation in Universal history. Feature-packed, four-color full page advertisements...with more insertions in national magazines than ever before

plus Universal appliances featured on the nation's leading audience participation shows will build consumer demand.

But the greatest impact will be where you need it most...at the point-of-sale. Colorful 24-sheet outdoor posters and sustained schedules in daily and weekly newspapers from coast to coast will establish Universal lines and Universal dealers as leaders in their community.

CRO-MO-LOY CUTLERY...  
AMERICA'S CLEAN CUT CHOICE!



THE AUTOMATIC TOASTER  
TO EVERYBODY'S TASTE!

THE REALLY  
NEW POST-WAR  
CLEANERS

SEE YOUR DEALER ABOUT

ALL IN ALL, 1948 STACKS UP AS THE BIGGEST-MONEY MAKING YEAR FOR UNIVERSAL DEALERS. FOR PRODUCT AND PROMOTION DETAILS, SEE YOUR UNIVERSAL DISTRIBUTOR.



# UNIVERSAL

LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.





*Don't take a chance . . .*

**on winning your share  
of today's huge paint market**

*Be SURE with PITTSBURGH!*

**T**HE tremendous amount of new building—the definite need for the painting of structures which have been unpainted for years—the growing desire for redecoration which again can be satisfied in full measure for the first time in many years—the increasing emphasis upon color—all have built up the active, actual paint market to unprecedented extent.

The dealer who handles high quality products, for which a demand has been created and who carefully organizes his local effort to take full advantage of the national advertising and promotional program—*will get the major part of the paint business in any community.*

**To that end**—Pittsburgh offers its dealers a complete, high-quality line of famous paints for every home need. Many of these products in-

clude *exclusive* sales features which achieve performance results possible with *no other paints.*

Consistent Pittsburgh Paint advertising in newspapers and magazines works constantly to build an ever-widening preference for these products.

Pittsburgh Dealers are given sales areas which give them *ample opportunity* for volume and profits. They are provided with selling and advertising helps which establish them as home decorating headquarters.

**If you seek** a line of quality finishing materials and like Pittsburgh's way of doing business—why not investigate the possibility of selling Pittsburgh Paints in your city or town? Write, wire or phone us today. We will gladly have one of our representatives call to explain our 1948 franchise proposition!



# PITTSBURGH PAINTS

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY





In their homes and in schools children are taught the elements of safety—to be careful in crossing streets . . . to obey traffic lights . . . to follow traffic signs. But we don't rely on such measures alone. We want the well-known policemen and other school guards to be on the job as well . . . to be sure.

For positive assurance of dependability in chains, nothing can replace the Hodell label—a standard of quality in chains since 1886. This 60-year record of dependability backs every link of the 157 varieties of Hodell chain—welded or weldless, with or without attachments—made to meet every chain need, in homes, on farms, in industry. That's why buyers, who take no chances when it comes to quality specify Hodell . . . to be *sure*.



To be sure . . .  
**SELL HODELL**  
...to be **SURE!**

To be certain of maximum chainsales display Hodell chains. Their reputation and popular acceptance will identify your store to your customers as a buying center for quality merchandise. So sell Hodell for their sake . . . and for yours!

**JACK • SASH • SAFETY • LADDER • PUMP • LIBERTY MACHINE • PROOF COIL • STEEL LOADING  
LIBERTY COIL • PASSING LINK • BULLDOG • SAMSON • FLAT LINK • REGISTER • DREDGE**

**ESTABLISHED 1886**

**THE HODELL CHAIN CO.**  
**CLEVELAND 3, OHIO**

# THE REVOLUTIONARY, NEW *Stubcaster*

## IS A TREMENDOUS SALES SUCCESS AT V.L.&A. CHICAGO



**Mr. PAUL STROUD**  
Fishing expert and tackle buyer at  
Von Lengerke & Antoine (VL&A) says

**"The new STUBCASTER is proving to be the perfect supplement for every fisherman's tackle box. The public's demand for this revolutionary rod has been amazing. We look forward to an excellent STUBCASTER sales volume in 1948."**

*This success story is being repeated wherever the STUBCASTER is featured!*

**\$5.95** (WITHOUT REEL)  
RETAIL



*This patented spring steel coil gives ALL the action of a full length rod in playing a fish!*

**The STUBCASTER casting and trolling rod is in a class by itself with these exclusive features:**

- 21" overall—breaks down at ferrule to 14'.
- Fits any tackle box.
- Greater casting accuracy—the shortened arc gives better direction.
- The STUBCASTER reduces backlash.
- Cast close-in streams, overhand or underhand, without foliage interference.
- Cast 3 or 4 in a boat without tangling lines.
- Fewer lost fish—the STUBCASTER brings the fish right to the net.
- Aluminum and plastic pistol grip—moulded to fit the palm.

See the STUBCASTER  
at the  
**N.S.G.A. Convention**  
Hotel New Yorker  
Room 1167  
**FEBRUARY 1-6**

*If your jobber cannot supply you, write to*

**WALTCO PRODUCTS, 2300 West 49th Street (Division of Kleinway, Inc.) Chicago 9, Illinois**





# ***"Red Eye Wiggler"*** — **Best Selling Spoon**

Again **Red Eye Wiggler** sales top their best previous records! 1947 totals prove this popular HOFSCHNEIDER spoon continues to gain the favor of more fishermen. We look for even better records in 1948.

Many new fishing tackle distributors became **Red Eye Wiggler** boosters in 1947. Judging by the steady flow of 1948 orders, many more jobbers and dealers will be selling **Red Eye Wiggler** during the coming season.

HOFSCHNEIDER'S 1948 advertising messages will reach the attention of fishermen in FIELD & STREAM, OUTDOOR LIFE, HOLIDAY, HUNTING & FISHING, OUTDOORSMAN AND OUTDOORS, besides other nationally known magazines. This colorful, hard-hitting campaign is designed to win even more

fishermen over to **Red Eye Wiggler**. Through it, HOFSCHNEIDER aims to make 1948 a bigger and better **Red Eye Wiggler** year for both old and new distributors.

We urge dealers and jobbers to get their **Red Eye Wiggler** orders in early. These popular spoons will be in greater demand than ever in '48, and we want to make sure that every distributor gets all the **Red Eye** lures he can sell. Good delivery is the keystone of HOFSCHNEIDER service and no distributor need be without **Red Eye** spoons, spinners, or plugs, *if we can have your orders early.*

While you're thinking about it, better fill in an order blank now.

## ***Hofschneider Corporation***

856 JAY STREET •

ROCHESTER 11, NEW YORK

JANUARY 29, 1948

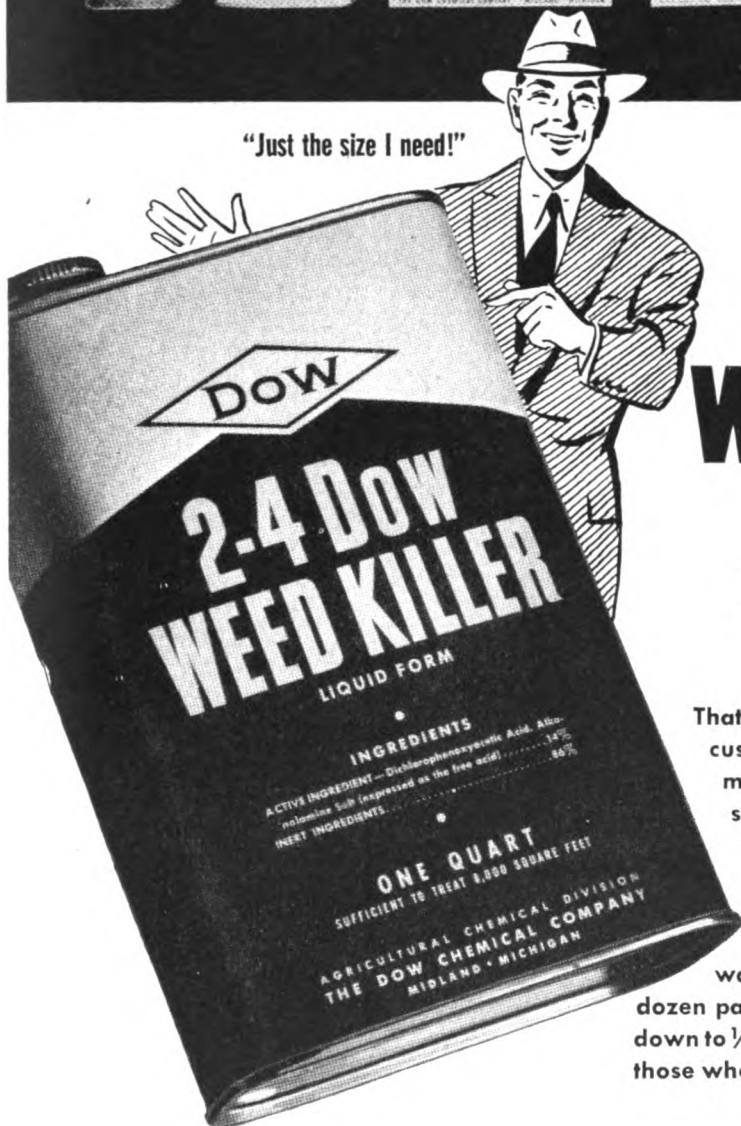
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**A PACKAGE for every purpose! A PRICE for every purse!**



"Just the size I need!"



# 2-4 DOW WEED KILLER

## gets more sales!

That's what gets the sales—when you can give your customers *just exactly* the package size and price that meet their particular needs! Take the generous quart size of liquid 2-4 Dow Weed Killer. It treats 8,000 square feet of lawn—plenty for spring and fall applications, and a nice saving over repeated purchases of smaller packages. Substantial home owners—they're one of your best markets—go for it in a big way. Remember, 2-4 Dow Weed Killer comes in nearly a dozen package sizes—up to 50 gallons for large-scale users, down to ½ pints for small lawn owners, and even 25¢ packets for those who want to try it out! Stock them all—and *get those sales!*

### FOR STEADY PROFITS—THE COMPLETE DOW LINE

*The Dow Weed Killers . . . 2-4 Dow Weed Killer (liquid and powder), Esteron 44, Dow Contact Weed Killer, and Dow Selective Weed Killer . . . head up the expanding line of Dow Agricultural Chemicals. Dow offers DDT formulations, insecticides and fungicides, seed protectant for cotton and peanuts, plant growth regulators grain fumigants. It's a profit line—better let us tell you all about it*

AGRICULTURAL CHEMICAL DIVISION

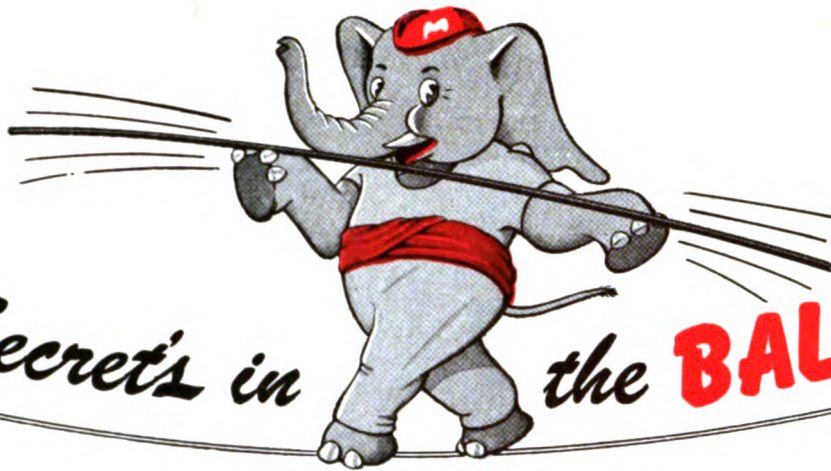
**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

New York • Boston • Philadelphia • Washington • Cleveland • Detroit • Chicago  
St. Louis • Houston • San Francisco • Los Angeles • Seattle

Dow Chemical of Canada, Limited, Toronto, Ontario







# The Secret's in the **BALANCE**



403C—Maremont's 1 wheel Garden Cultivator. 14" disc wheel, complete with 3 duck feet and 2 hoes.

Two-wheel and high-wheel garden cultivators are also included in the big, fast-selling Maremont line.

**Y**es, perfect balance is as great an advantage to a gardener as it is to a tight rope walker! And here's why: expertly balanced MAREMONT Garden Cultivators are geared to modern gardening: their perfect balance makes them remarkably easy to operate.

Into each Maremont garden cultivator goes the finest quality steel . . . with rubber tires and handle grips, quick-change tool plates, and oil-less bearings. Attractively designed . . . beautifully enameled.

These are but a few of the features which establish the Maremont Garden Cultivator as a big profit-maker for alert dealers the nation over.



**TURNING PLOWS**—For plowing up garden soil, opening furrows and billing. Available as extra equipment for all models of Maremont Garden Cultivators.



**TURNING SHOVELS**—Primarily for opening furrows and covering, but also for plowing away from and billing up growing plants. Available as extra equipment for all models of Maremont Garden Cultivators.

# MAREMONT

**GARDEN CULTIVATORS**

**Agricultural Division**  
MAREMONT AUTOMOTIVE PRODUCTS, INC.  
So. Ashland at 16th St. • Chicago 8, Ill.

Also Manufacturers of Disc Blades, Sweeps, Automotive Leaf Springs, Tailpipes and Mufflers.





## I got over my **WOBBLE WORRIES** when they gave me Corbin-Phillips Screws

"Wobble Worries" are the nagging fear that the driver will slip out of the screw slot and damage the work or cause injury. "Wobble Worries" slow down work — cut down output. Get rid of "Wobble Worries" and increase output with CORBIN-PHILLIPS Centered Driving. The driver is centered firmly in the Phillips recessed head — can't slip out. Screws turn up tighter — faster — and look better.

### CORBIN-PHILLIPS SCREWS

centered  
driving

### CORBIN SLOTTED SCREWS

true  
saw-cut  
slots

D-1 CENTER

D-2 CENTER

Here are two on the aisle  
to help you sell. This ad-  
vertisement is being seen  
by your customers.

ST-62

## *Faster Fastening with Uniform* *Screws*

Let CORBIN help you beat rising costs! First, by supplying you with Screws that your assemblers can drive hour after hour without hitting a bad one. CORBIN uniformity starts with the machines, which are kept in top condition . . . and follows through with quality checking all the way to the packing tables.

Second, by using CORBIN Screws throughout. Phillips and Slotted are available in all styles and sizes to meet your needs for wood, metal or plastic. Ask about CORBIN Sems.

# CORBIN SCREW

## DIVISION

THE AMERICAN HARDWARE CORPORATION, NEW BRITAIN, CONN. • Warehouses: New Britain, New York, Chicago



# Firestone

## *Velon*<sup>\*</sup>

### SCREENING



**YOU TRY IT!** This 235 pound man actually stood on a Velon screen for fifteen minutes—yet it returned precisely to its original shape almost immediately.

## AMAZING STRENGTH ASSURES EXTRA SALES

One sale leads to another with *Velon screening*, (and that's for sure!) Thousands of satisfied customers have installed *Velon screening*. Hundreds of dealers sell *Velon* on its strength and durability. Your customer will want permanent *Velon screening* on every window in his house. He will like the fact that *Velon* requires no upkeep, can stay up the year 'round, never stains

sills or siding. No ordinary screening offers so many advantages. Don't miss out on sales of *Firestone Velon screening* this spring. Our national advertising for you starts in March. Check your suppliers or write Firestone, Akron, for early delivery.

- **won't bulge or sag**
- **won't rust or rot**
- **won't stain siding**
- **never needs painting**



\*trade mark





**"I'LL TAKE THE  
WHITE ONE  
EVERY TIME!"**

#### **HANDY\* WYTEFACE STEEL TAPE RULES**

$\frac{1}{2}$  inch width. Pull it out to any length. It stays "put"—won't creep back into the case. It is semi-rigid, like a ruler, so you can easily work it with one hand. Blade can be replaced in a moment, without taking the case apart. It has markings on both edges, in inches and  $\frac{1}{16}$  inches. Lengths, 72 and 96 inches.

\*Trade Mark



**S**HOW a WYTEFACE\* Steel Tape. Your customer will take it every time. Show him how *easy* to read the jet black markings on the white background are—in the brightest glare or in hardly any light at all. You can assure him that WYTEFACE Steel Tapes are easy to keep clean, are rust-resisting and hard to kink. Ask your jobber about WYTEFACE Steel Tapes and Steel Tape Rules.

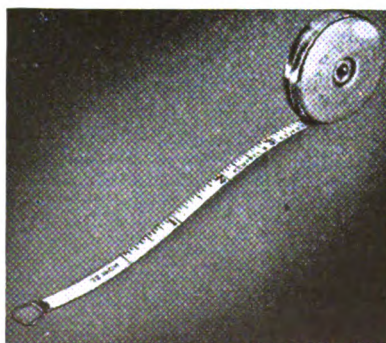
\*Trade Mark. WYTEFACE Steel Tapes and Tape Rules are protected by U. S. Pat. 2,089,202.



*Drafting, Reproduction, Surveying  
Equipment and Materials,  
Slide Rules,  
Measuring Tapes.*

**KEUFFEL & ESSER CO.**  
EST. 1867

**NEW YORK • HOBOKEN, N. J.**  
**CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO**  
**LOS ANGELES • MONTREAL**



#### **TIP TOP† WYTEFACE POCKET STEEL TAPES**

$\frac{1}{4}$  inch width. Handsome chromium-plated case convenient for pocket or handbag. 36 and 72 in.

†Reg. U. S. Pat. Off.



#### **FAVORITE† WYTEFACE STEEL TAPES**

$\frac{3}{8}$  inch width. Hard wearing black leatherite case, nickel-plated mountings. 25, 50, 75 and 100 ft.

†Reg. U. S. Pat. Off.



# Fast Movers!



**Y**ou can make profit on a fast moving line. Especially when—like Cyclone Hardware Products—it has built up a reputation with your customers for “delivering the goods.” It’s the sort of line it pays to display and keep on selling, year in and year out.

Probably your *present* problem isn’t selling, but keeping enough of the Cyclone line in stock to make a showing. But it won’t always be that way, and now’s the time to build up your reputation for handling nationally known, quality products.

That’s one reason why our jobbers make every effort to see that each dealer gets his full share of Cyclone Lawn Fence, Screen Cloth, Hardware Cloth and Burner Baskets. Some of these products are already available in quantity—so be sure to keep in orders covering your normal supply of each item from this fast-selling U·S·S Cyclone line.

## CYCLONE FENCE DIVISION

(AMERICAN STEEL & WIRE COMPANY)

Waukegan, Illinois · Branches in Principal Cities

United States Steel Export Company, New York

## UNITED STATES STEEL

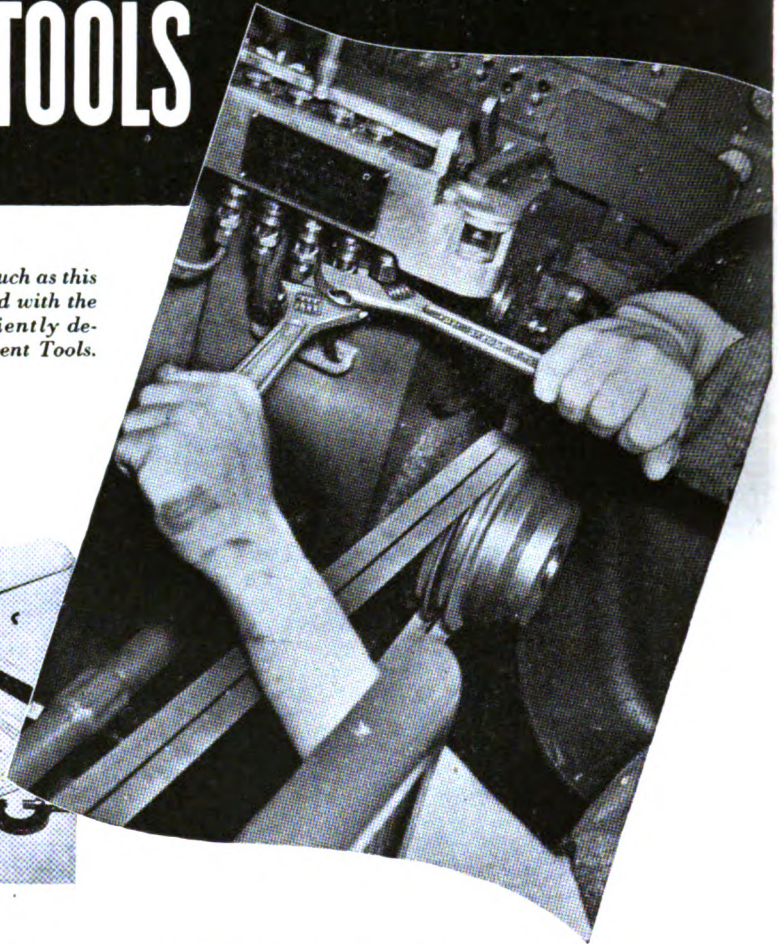
# U·S·S CYCLONE “Red Tag” HARDWARE PRODUCTS



# Good Design means Better Performance for CRESCENT TOOLS



*Tough jobs such as this are simplified with the use of efficiently designed Crescent Tools.*



● Good design...extremely important in the tools you use...is the basis of *better performance on any job*. Good design not only gives greater functional efficiency in operation, but also contributes to the reduction of worker fatigue often encountered in the use of unwieldy, hard-to-handle equipment.

Crescent Tools are designed and

manufactured to incorporate *all* the elements desirable in a specific tool type...ease of adjustment, smooth-working action, comfortable grip, proper balance *and* strength enough to use with confidence. Crescent's tool design experts consider all these points in creating and maintaining a line of tools worthy of the name "Crescent".

**CRESCENT TOOL COMPANY, Jamestown, N. Y.**

**CRESCENT TOOLS**  
*Give Wings to Work*



\*"CRESCENT" is our trade-mark registered in the United States and foreign countries for wrenches and other tools. "Crescent" tools are made only by Crescent Tool Company of Jamestown, N. Y., and are sold by leading distributors everywhere.



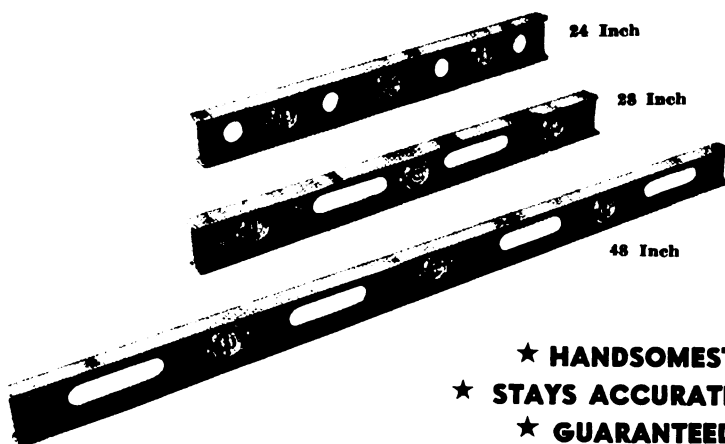
# MR. SCHARF PRESENTS THE *Scharf* DEPENDABLE LEVELS

Made of **EXTRUDED ALUMINUM ALLOY**

*Destined to be Your Best Profit Maker!*

## ★ UNBREAKABLE

The Scharf Levels are made of **EXTRUDED ALUMINUM ALLOY**, similar to that used in the aircraft industry. They are lighter in weight, yet stronger than those made of cast aluminum and are unbreakable. Vial units are moisture-proof and dust-proof, therefore will not become cloudy. Windows are made of plastic instead of glass and will not crack.



★ HANDSOMEST  
★ STAYS ACCURATE  
★ GUARANTEED

Glenn Allen & Co., Kansas City, Kan.  
Baker & Hamilton, Inc., San Francisco, Cal.  
Barron Company, Inc., Omaha, Neb.  
Belknap Hdwe. & Mfg. Co., Louisville, Ky.  
Bliss, Mize & Silliman Hdwe. Co., Atchison, Kan.  
Brown-Camp Hdwe. Co., Des Moines, Ia.  
California Hdwe. Co., Los Angeles, Cal.  
Charleston Hdwe. Co., Charleston, W. Va.  
Dutton-Lainson Co., Hastings, Neb.  
Farwell, Osman, Kirk & Co., St. Paul, Minn.  
C. D. Franke & Co., Charleston, S. C.  
Fuchs Mach. & Supply Co., Omaha, Neb.  
Fuqua Hdwe. Co., Ltd., Baton-Rouge, La.  
General Distributing Co., Sioux City, Ia.  
Gulf Hdwe. & Distributing Co., Corpus Christi, Tex.  
Hall Hdwe. Co., Minneapolis, Minn.  
Harper & McIntire Co., Ottumwa, Ia.  
Harris Hdwe. & Supply Co., Kingston, Pa.  
Haw Hdwe. Co., Ottumwa, Ia.  
The Hdwe. & Supply Co., Akron, Ohio  
Hibbard, Spencer, Bartlett & Co., Chicago, Ill.  
House-Hasson Hdwe. Co., Knoxville, Tenn.  
Huey & Philip Hdwe. Co., Dallas, Tex.

Interstate Mach. & Supply Co., Omaha, Neb.  
Isaac Walker Hdwe. Co., Peoria, Ill.  
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Jelco Milwaukee Co., Milwaukee, Wis.  
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Kelley-How-Thompson Co., Duluth, Minn.  
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Peeler Hdwe. Co., Macon, Ga.  
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Schindel, Rohrer & Co., Hagerstown, Md.  
Shapleigh Hdwe. Co., St. Louis, Mo.  
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**J.H. Scharf MFG. CO. OMAHA 4, NEBR.**  
*"We Make Our Level Best"*



# Aristo-mats

have

**EYE APPEAL . . . BUY APPEAL**

and

they're pre-sold by

national advertising

## Chrome Queen

Sparkling, durable. Heavy-gauge steel plated by copper, nickel and shining chrome.

## Refresher

Popular design of our kitchenware set. Five smart colors on white.

## Cup 'n' Saucer

Fast-selling Colonial design. Red, black, blue or green on white.

## Highlander

New best-selling number with highland plaid center. Choice of five colors on white.

## ADVERTISED IN

- ★ Good Housekeeping
- ★ Ladies' Home Journal
- ★ Woman's Home Companion
- ★ Better Homes & Gardens
- ★ McCall's

## Aristo-ware Kitchen Set

"Refresher" pattern stove mat, hot pad, canister set, cookie can, oval waste-basket. Durable quality, smart colors.

## Phoenix Table Mat Company

1315 WEST CONGRESS STREET  
CHICAGO 7, ILLINOIS

Stove and table mats with the *Aristo-mat* label are the *only* ones your customers see in their favorite magazines. And they're the best *quality* that money can buy! No wonder *Aristo-mats* sell faster, more easily, give greater satisfaction! Your trade knows and appreciates these *exclusive Aristo-mat* features: 1. New, heat-tested "Quad-coat" process baked enamel finish. 2. Extra heavy asbestos padding. 3. Patented, rounded "Kant-Kut Korners." 4. Underglazed design guaranteed not to chip. Check your *Aristo-mat* stock today!



# THE MOST AMAZING DEVELOPMENT SINCE THE ADVENT OF THE BALL PEN!

## Everlast

NO. 290 BP  
Registered U.S. Patent Office

Now is your chance to get in on the ball pen profits. . . . For the first time in history, here is a ball pen priced for volume profits for the hardware dealer. A superb writing instrument that will out-write, outsell and outlast the most expensive ball pens, no matter what the price. Made of unbreakable plastic, this product of modern mass production methods guarantees up to 2 years of instant writing ease every time you touch the tip to any writing surface.

An exclusive EVERLAST air lock feature, prevents STOP and GO flow . . . No refills . . . No mess . . . No bother . . . Costs less than the cost of an ordinary refill.

It's sensational low cost assures you of a liberal mark-up margin, and truly insures more worth for less cost.

Retails  
at

25¢

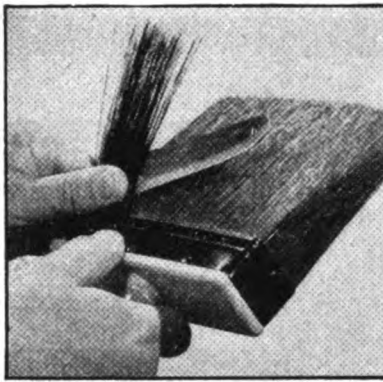


Comes in maroon, grey, green and black  
Another exclusive Ross Product

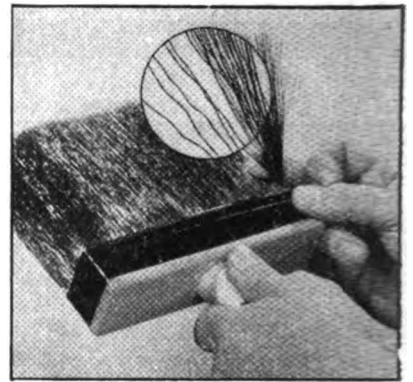
**ROSS PRODUCTS, Inc.**  
24 WEST 23rd STREET • NEW YORK 10, N.Y.



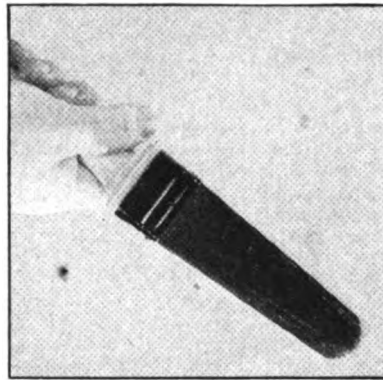
# What to look for in a good Flatting Brush



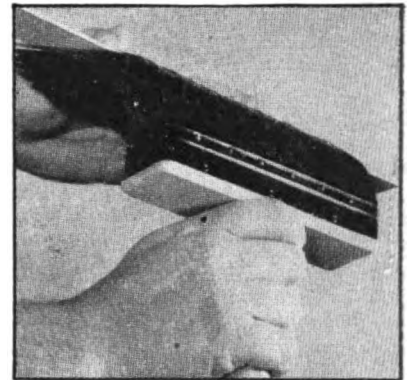
**1. Finest Chinese bristles** should be boiled, straightened and scientifically mixed, as in the Rubberset process, to guarantee uniformity and perfect performance.



**2. Nylon brushes** give you maximum paint pickup and delivery when filaments are crimped with the Permanent Wave, exclusive Rubberset development.



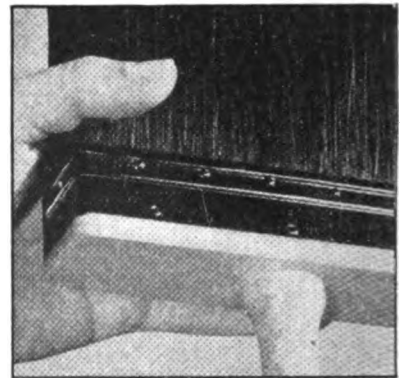
**4. Slightly chiseled tip** eliminates breaking-in—assures smooth, even film from the first dip.



**5. Minimum of short length bristles** on outside of brush prevents splattering of paint.



**7. To test permanency** of setting, hit bristles lightly against table edge. (Rubberset's exclusive setting locks bristles everlastingly in place.)



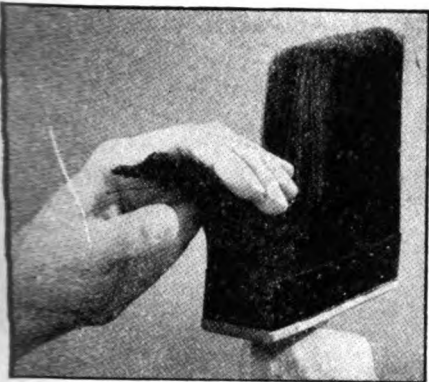
**8. Ferrule should be headed** for additional strength and rigidity, securely nailed to block.

# RUBBERSET

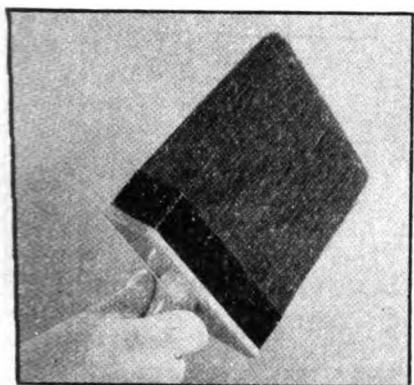
Made only by

The Rubberset Company, 56 Ferry Street, Newark 5, New Jersey.  
Established 1873. Factories: Newark, N. J., Salisbury, Md., Craven-  
hurst, Ont., Canada—Branches: Los Angeles, Cal., St. Louis, Mo.

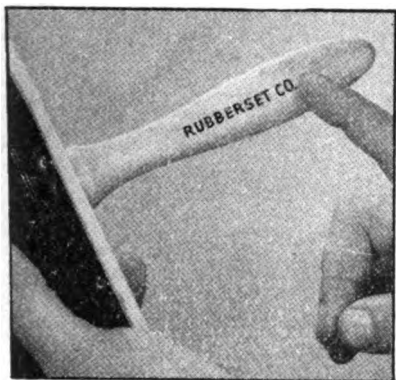




**3.** Full stock of carefully selected lengths of bristle to assure speedy, even flow of material over large surface areas.



**6.** Bristles set at slight angle assures perfect taper to chisel tip. Full weight of bristles should be at working end.



**9.** Look for the name Rubberset—not just "Set in Rubber." Only a genuine Rubberset brush carries the *Rubberset* guarantee.

(and what  
you'll find  
in every  
**RUBBERSET**  
Flatting Brush!)

#### #472—Pure Bristle

Made of finest imported hog bristles for smooth, fast performance.

#### #1472—Permanent Wave Nylon

*Long-lasting.* Exclusive Rubberset Permanent Wave development gives greater coverage.



# BRUSHES

the Rubberset Company



**HITTING THE HOME MARKET**

WITH INDUSTRIALLY-POWERED  
TOOLS--PRICED, PACKAGED,  
PATTERNED TO SELL HOBBY-  
ISTS AND HOMECRAFTSMEN

◀ Fairchild is opening an entirely  
new sales field with this  
Flexible Shaft Tool retailing  
for \$19.95, complete with kit  
of 10 accessories.

◀ And here's Fairchild's answer  
to the home demand for hand  
Grinders. This sight-selling  
model, complete with kit \$19.75



*Fairchild*  
INDUSTRIES, INC.  
BURLINGTON, VERMONT



# TOMLEE TOOLS

The **BIG** Value Line With Customer Appeal

**AVAILABLE  
NOW!**

**1**  
Cast Iron  
Construction

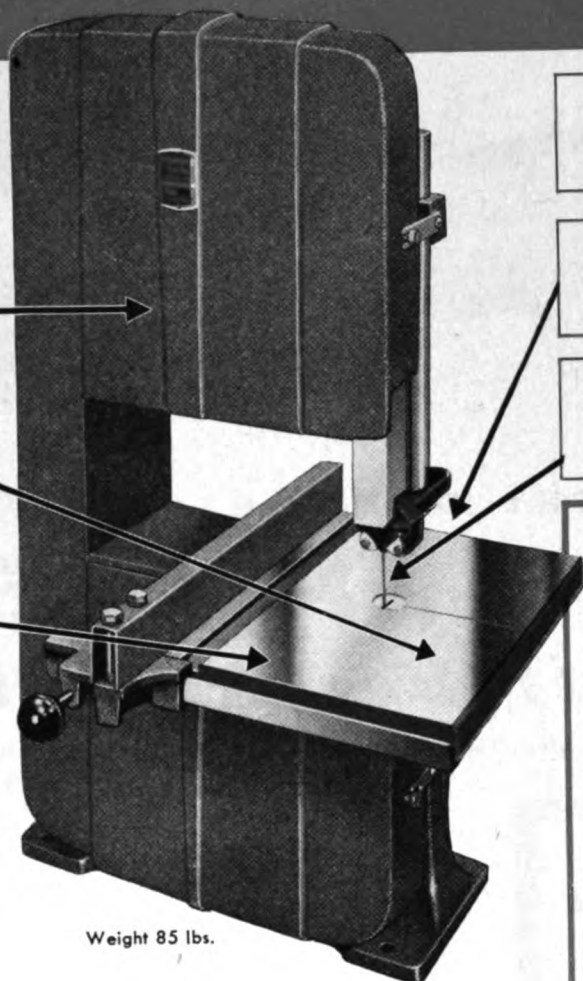
**2**  
Fully Protected  
With One Piece Cover

**3**  
Full 12-Inch Capacity—  
7" Table Room  
Ahead of Blade

**4**  
Cast Iron Ground Table  
12" x 14" Tilts 45°

**5**  
Adjustable  
Wheel Alignment

**6**  
Chrysler  
Oilite Bearings



Weight 85 lbs.

**7**  
Large, Easy to Read  
Dials

**8**  
Will Cut  
6-Inch Lumber

**9**  
Uses 78-Inch Blade  
Up to 3/4-Inch Wide  
Double V Blade Guides

## A Band Saw with the Weight, the Precision, the Sturdiness that give Customer Satisfaction

Sound engineering and precision construction feature the new Tomlee Tool Band Saw. Built and priced for the home workshop market but heavily constructed to meet the requirements of farm, contractor and industrial users.

From the standpoint of Hardware Dealers, this principle of building Tomlee Tools sturdily to meet more than the requirements of home workshops widens the market. Secondly, it assures customer satisfaction. Nothing is more helpful in building repeat business and good will than selling products that have quality like that of Tomlee Tools.

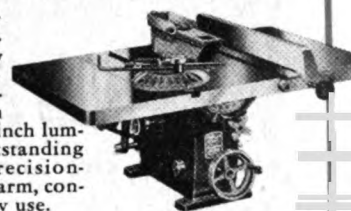
Further, national advertising is being used and promotional material is available to help you promote the sale.

If you do not already have a home workshop line, a very reasonable investment will set up a complete and profitable department. Write today for complete details and the name of your nearest jobber.

**Selective Jobber Arrangements Are Available**

### TOMLEE TOOL BENCH SAW . . . No. 31

This bench saw is of raising arbor type, heavy cast iron construction complete with 8-inch blade. It cuts 2-inch lumber and is an outstanding value that is precision-built for home, farm, contractor or factory use.

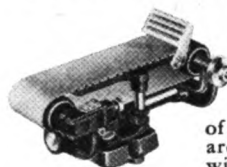


### TOMLEE TOOL JIG SAW . . . No. 20



The Tomlee Tool Jig Saw has vibration-free action. The blade can be adjusted from the front or side . . . the table tilts . . . three-point mounting makes it easy to install.

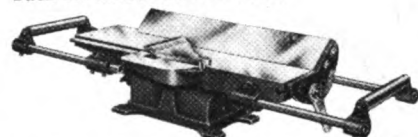
### TOMLEE TOOL SANDER . . . No. 60



One look at this sander and you know it is capable of turning out the work. It is smooth running and free of chatter. It uses a standard abrasive belt 4 inches wide.

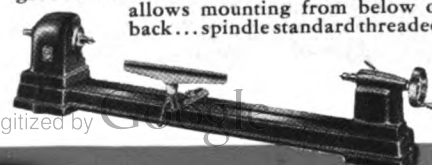
### TOMLEE TOOL 6" JOINTER

The new Tomlee Tool Jointer is ball bearing precision-built to handle lumber up to 6 inch width. Equipped with rollers in front and back for more efficient work.



### TOMLEE TOOL LATHE . . . No. 11

This lathe has many fine features only expected of higher priced tools. Adjustable tool rest grooved to fit the hand . . . four step pulley allows mounting from below or back . . . spindle standard threaded.



**TOMLEE TOOL & ENGINEERING CO.**

740 No. Washington Ave., Minneapolis 1, Minnesota

SANDERS . . . BENCH SAWS . . . JIG SAWS . . . LATHES . . . JOINTERS  
BAND SAWS . . . DRILL PRESS . . . SPINDLE SHAPERS



...  
**announcing**



THE GREAT NEW POWERFUL  
**APACHE**  
**.250 Caliber Air Pistol**

FOR ACCURATE TARGET AND SMALL GAME SHOOTING—AND HOME PROTECTION



THE NEW IMPROVED  
DUAL-CALIBER  
**APACHE AIR RIFLE**

Here's America's largest selling, precision-made, DUAL-CALIBER AIR RIFLE, which features: The tremendous power and accuracy of the BIG .250 Cal. plus the economy of the .175 Cal. barrel for all small game and target shooting. Big gun appearance and big gun performance. Precision-Rifled Steel Barrel, Automatic Safety, Adjustable Sights, Hardwood Stock, Bolt Action, Breech Loading, All-Brass Valve Parts, Test-Fired for Accuracy and FACTORY GUARANTEED ON A LIFETIME SERVICE BASIS. INDIVIDUALLY PACKED, SIX TO A CARTON.

... AND THE GREAT, NEW  
BIG .250 CALIBER

**APACHE AIR PISTOL**



Major features include: Big .250 Cal. Precision Rifled Barrel, Automatic 6-Shot Magazine, Automatic Safety, Rust-Proof, Duo-Tone Finish; Adjustable Sights, Inlaid Grip, Smashing Big Caliber Impact and Accuracy for Target and Small Game Shooting and Home Protection. 20 ounces of precision, perfection and performance.

FACTORY GUARANTEED ON A LIFETIME SERVICE BASIS.  
INDIVIDUALLY PACKED, SIX TO A CARTON.

Here's the sensational "partner" of the world-famous, dual-caliber Apache Air Rifle—the sleek, new, Big .250 Cal. APACHE AIR PISTOL, America's finest quality pneumatic hand gun. Accurate, hard-hitting and powerful, it shoots the same Apache Special .250 Cal. Ammunition—and offers sportsmen, sports-women, home-owners and travelers real, big-time shooting, whether used for small game, target practice or protection. Precision-made, finely balanced, beautiful in appearance and workmanship, rugged in action, the new APACHE AIR PISTOL is rust-proof; and factory guaranteed on a lifetime service basis! Other features include: Rifled Barrel, Automatic 6-Shot Magazine, Adjustable Sights, Inlaid Grip, Automatic Safety, Duo-Tone Finish.

ACTUAL SIZE  .250 CALIBER

**DEALERS & JOBBERS.** Wire or write today for free catalog page, big discounts, name of nearest of our 400 jobbers. Don't wait. Order today. Immediate deliveries.

and associates  
*Frank*

**NATIONAL CART CORPORATION**

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PASADENA 2, CALIFORNIA

RYen 1-7645



**SPINNING REEL**

"Spincaster," lowest priced quality spinning reel winds right or left-handed.



**AIR RIFLE AMMUNITION**

Apache Special .250 Cal. Ammunition for Apache Air Rifle and Air Pistol.



**FOLDING GOLF CART**

Mi-Cart Deluxe, America's largest selling, lowest priced folding golf cart.



**APACHE POWERSCOPE**

For use with famous Apache Air Rifle; also precision big gun scopes.



**CUPPLAY GOLF BALL**

—with Flywheel Action, 95c retail, in air-tight tube. Big trade discounts.



**SIDEWALK BIKES**

Mi-Cycle, ages 2-6; "Big Boy" and "Big Girl" for ages 6-11.



**SPECTATOR SEAT**

For parades, sports, camping; metal legs; folds up, weighs under 2 pounds.

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**BASEBALL'S  
BEST  
EQUIPMENT**

*Preferred by Players*

Preferred by players from coast to coast . . . Globe's famous 2x2 professional fielder's glove. These special Globe features mean faster turnover and more sales for you: Full size welted glove; leather-lined throughout; completely oiled; leather laced; extra-deep pocket; scientifically designed to fit the hand; to retail at \$7.20.

Immediate delivery! Get set now and start pushing your Spring baseball sales.

Globe baseballs retailing from \$2.95 to \$3.50 and bats from \$1.00 to \$3.25 are also available for immediate delivery.

See them along with the complete Globe line at the **SPORTING GOODS SHOW** February 1-6. Rooms 1029, 1030, 1031, Hotel New Yorker.

**GLOBE**

SPORTING GOODS MFG. CO., 250 CAUSEWAY ST., BOSTON 14, MASS.  
OFFICES IN NEW YORK, PHILADELPHIA, CHICAGO, LOS ANGELES



# AIREX Presents the world's

- ★ BACHE BROWN MASTEREELS
- ★ AIREX SPINNING RODS
- ★ AIREX SPINNING LINES
- ★ AIREX SPINNING LURES

Experts agree that this is the finest SPINNING equipment in the world. Precision-made after designs incorporating the developments of experts in the art.

ALL DEVELOPED  
UNDER THE PERSONAL  
SUPERVISION OF

**Bache H. Brown**

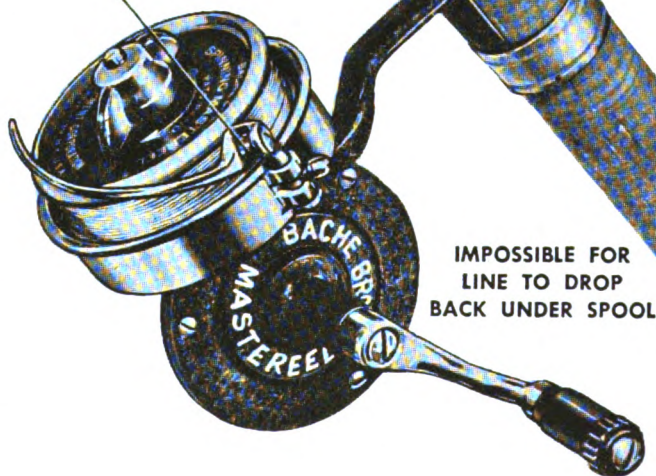
NOTED SPINNING  
AUTHORITY

**Bache Brown  
MASTEREEL  
Can't  
Backlash**

## FEATURES

1. Roller bearing pick up finger of monel metal.
2. Oilite bearings throughout.
3. Ball bearing, finger touch brake control.
4. Adjustable spool seat, guaranteeing perfect wind of line on the spool.
5. Hand-turned extra large Duraluminum line spool. Capacity 200 yards of special braided AIREX (Bache Brown) 8 lb. line or 250 yards of 4 lb.
6. Extreme light weight.
7. Aluminum Castings.
8. Non-corrosive parts of monel metal, stainless steel or bronze.
9. All parts treated to prevent corrosion.
10. High ratio of winding: 3.66 to one.
11. Demountable handle.

IT CANNOT SLIP  
OR CREEP ON  
CORK HANDLE



IMPOSSIBLE FOR  
LINE TO DROP  
BACK UNDER SPOOL



**AIREX SPINNING EQUIPMENT WILL BE  
NATIONALLY ADVERTISED TO MILLIONS OF SPORTSMEN**

**AIREX** 5-33 48th Avenue • Long Island City, N. Y.  
DIVISION OF  
**THE LIONEL CORPORATION**

**"SPINNING" is Sweeping the**



# finest SPINNING Equipment

Feature! Promote! Advertise! Display! Talk About!—SPINNING—in your community. The sport is gaining thousands of new enthusiasts daily. And the Spinning Equipment talked about MOST and bought MOST is AIREX Equipment—developed under the supervision of Bache H. Brown, noted Spinning Authority.

## AIREX SPINNING RODS . . .

Says Bache Brown, noted Spinning Authority: "For the results your customers expect from spinning always sell a spinning rod with a spinning reel." These MASTERODS have TRUE spinning rod action. Hand-built from the highest quality of properly seasoned TONKIN cane. They are the work of expert rod makers. An exquisite casting rod at a moderate price.



## AIREX SPINNING LINES . . .

Developed by Bache Brown—of amazingly fine braided nylon thread. De-stretched—will not kink nor flatten out. So fine in diameter they are almost invisible to the fish—and extremely strong. Both 4 lb. and 8 lb. test, in Mist Tan, and Lake Green. 100 yard spools.

## SPINNING LURES . . .

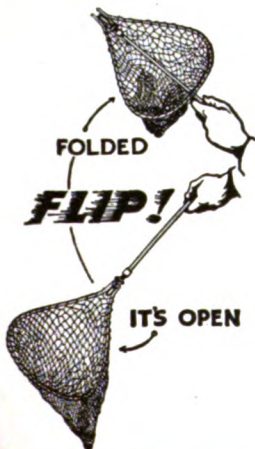
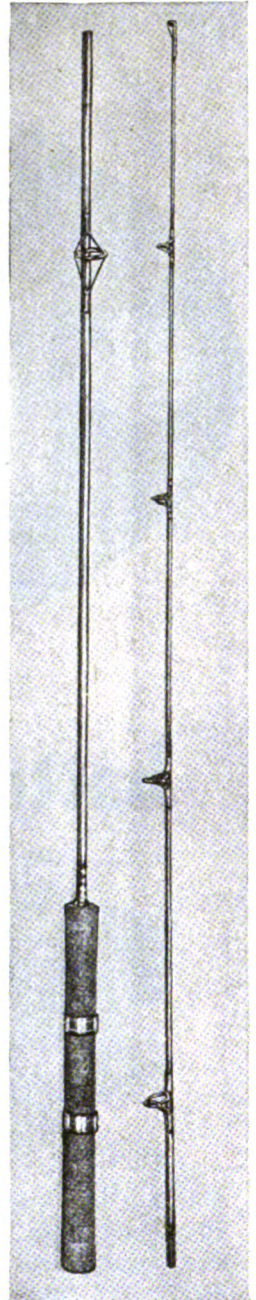
These AIREX Spinning Lures (Bache Brown) are discussed wherever fishermen gather. The great spinning experts use them, and tell wonderful tales of their deadliness. Hand-made—they are nationally famous for their ability to take trout, salmon, steelhead, bass, pike, and pan fish.

## AIREX FOLDING NETS . . .

Yes, indeed, America's finest landing nets. Compact, light, dependable. They are folded in a second, and are ready for use by "just a flick of the wrist."

Write or wire today for the whole merchandising story to:

**AIREX** 5-33 48th Avenue • Long Island City, N. Y.  
DIVISION OF  
**THE LIONEL CORPORATION**



# Country with AIREX Equipment



now more profits  
per counter inch

**BRIGHT STAR**

## batteries



Packs a big sales wallop wherever displayed Attractive 3-color pop-up dispenser catches the eye and ready cash. Rigid box holds 2 dozen fast selling Bright Star No. 10M metal top batteries.

## flashlights



Cash in with the fastest selling metal flashlight on the market. Popular priced to sell on sight. Colorful new easel card holds 3 No. 57 2-cell Nickel Plated Flashlights. 98¢ retail, complete with cells.

**NATIONALLY ADVERTISED TO OVER 51,771,633 READERS**

*Write your jobber now  
for details of Bright Star's  
big profit-making  
merchandise display deals.*

**BRIGHT STAR BATTERY CO.,  
CLIFTON, N. J.**

**BRANCHES: CHICAGO • SAN FRANCISCO**



# The 2way Colander

by  
**BUCKEYE**



★ **DRAINER**  
★ **COMBINATION  
COOKER**

**T**HIS large Buckeye 2-way colander is especially designed for use with other utensils. It will fit inside No. 5310—ten quart sauce pot for use as covered combination cooker and steamer.

No.	Gauge	Case Lots	Case Wt. Approx.
6912	18	6	7 lbs.

## RECIPE

Cook real Italian spaghetti the professional way. Put colander in 10 quart sauce pot. Place spaghetti in colander. Fill with salt water covering spaghetti. Cook in the salt water until tender. Lift colander from pot to drain. Rinse off surplus starch on spaghetti under cold water tap. Pour half the water out of pot and put colander back in pot to reheat spaghetti.



*When the colander is used with the Buckeye 10 quart sauce pot, it becomes an excellent cooker for the preparation of spaghetti, macaroni, noodles.*

*The* **BUCKEYE**  
**ALUMINUM Co.**  
WOOSTER, OHIO



# I'm on the inside



with **17,300,000** women

... and Rubbermaid Housewares *stay* "on the inside" with women who try them—because Rubbermaid conclusively demonstrates a marked superiority in service, convenience and decorative beauty. During 1948 the sales-compelling story of Rubbermaid Housewares will be presented inside millions of U. S. homes through the pages of Ladies' Home Journal, Good Housekeeping, Better Homes & Gardens and Country Gentleman—reaching a total of 17,300,000 women.



**YOUR CUSTOMERS WILL LEARN . . .** that Rubbermaid is *the* quality brand—resistant to soap, grease, cleansers, heat . . . the "home-engineered" brand that provides many exclusive conveniences and with range of items, sizes and colors . . . the brand that provides maximum protection for prized china, silverware, sinks, bathtubs and other possessions.

**REMEMBER RUBBERMAID . . .** (1) Rubbermaid adds an *extra* income to your business. It's a *plus* profit line that replaces nothing in your stock; (2) Being the *only* complete line it offers you the greatest potential dollar volume; (3) It's *the* quality line that

stays sold and builds steady repeat business—there's a product for every need—a color for every taste.

**SO . . . TIE IN.** Give Rubbermaid a good big display and prove to yourself that here is a year-round *big* business getter.

**USE . . .** Rubbermaid completely integrated Dealer Helps Service—Full color counter cards, mat service sheets, colorful wall and window banners, product display racks, counter folders, layout suggestions, product illustrations—and tap this big *plus*, ready-made market. Write for the whole story.

**T H E W O O S T E R R U B B E R C O M P A N Y**

Digitized by Google



# hush!

I'm the little girl that brings quiet, safety,  
more leisure and beauty to your home



Save your sink, reduce chipping and scratching of expensive tableware... the colorful Rubbermaid Sink Mat above makes a safe dish pan out of your sink and keeps bottom of bowl smooth, beautiful, easy to clean... the

sanitary Rubbermaid Sink Strainer is kind to step-on cans. It cannot dent, break or stain... and the Rubbermaid Drainboard Mat with its quick-drain ribbed edges completes this picture of perfect protection.

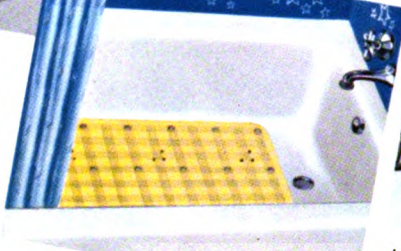


Here's the extra-deep, big capacity Rubbermaid Dish Drainer. Soaps, kitchen acids, scalding water cannot make it "soft or gummy." Its genuine Permalux coating cushions and quiets—saves chipping and scratching of tableware and sink tops—stays bright and easy to clean. Soft, high feet keep even small dishes clear of hard drainboards. It's a honey. Like other Rubbermaid products it's available in a wide variety of colors and sizes.



Rubbermaid Toilet Top Trays in soft, lovely bathroom colors provide a neat, safe place for toiletries. They hold spilled liquids and are slip-proof on any size or style of tank. Ideal also on window ledges, etc.

For real safety, get this beautiful Rubbermaid (vacuum-cup) Bath Mat. Cross ribbed for firm, comfortable footing and it's slip-resistant even on the most highly glazed, wet, soapy surfaces... Available in six lovely colors and all standard sizes.



Add working space and color to your kitchen with this heat-proof Rubbermaid Stone Mat. It's perfect for tabletops and refrigerators, too. Write for folder showing the complete Rubbermaid line or see these quality, home-engineered products at local stores.

The quality brand that assures long life resistance to soap, grease, heat and wear

**Rubbermaid Housewares**

© THE WOOSTER RUBBER CO.,  
WOOSTER, OHIO

Miniature reproduction of an ad

appearing in the April issue of Ladies'

Home Journal—The first of a series of full-color

ads on Rubbermaid Housewares.

WOOSTER, OHIO



# Here's Sales-Catching Profit Boosting News for YOU!



*Now* you can sell

## LIBBEY HEAT-TREATED TUMBLERS!

Now, you can cash-in on the demand built by the famous "Bouncing Tumbler" advertisements in *LIFE*, by selling the tumblers they have waited for . . . wanted to buy—Libbey Heat-Treated Tumblers.

Will they sell! 97% of the women interviewed in a recent survey preferred Libbey Heat-Treated Tumblers over *all others*. That means easy sales . . . fast profits! Women appreciate the economy of Libbey Heat-Treated Tumblers that last from 3 to 5 times longer than ordinary tumblers.



Libbey Heat-Treated Tumblers are pre-packed in colorful, self-selling cartons to help your sales . . . save you valuable wrapping and handling time . . . make easier profits.

The new Merchandising Packet for Libbey Heat-Treated Tumblers is yours with your order. It contains useful, pre-tested aids to help you with your display, your advertising, your merchandising and selling. Place your order for Libbey Heat-Treated Tumblers *now*! Contact your nearest Libbey branch office, or write directly to us.

LIBBEY GLASS TOLEDO 1, OHIO

Copyright, 1947, Libbey Glass Division of Owens-Illinois Glass Company, Toledo 1, Ohio





# *Federal* gives you the **DEAL of a "Lifetime"**



**THIS ATTRACTIVE COUNTER DISPLAY TELLS AND SELLS YOUR CUSTOMER!**

Sturdy, easel-back board (23½" x 24") has full-size seat mounted in the center, showing its lightweight durability and sanitary construction. Four miniature seats, complete in every detail, show at a glance the colors available. What a traffic-stopper, what a sales-producer!



**HERE'S THE FEDERAL OPEN FRONT SEAT**  
Streamlined, sturdy! Gleaming jet black and sparkling white! Made to the same careful specifications as the Federal "Lifetime" Seat—to give the same service and satisfaction.

**\$43.70 FAST PROFIT**  
*plus*  
**FREE DISPLAY**

**YOU BUY—**

12 famous FEDERAL "Lifetime" SEATS (\$7.95 each)  
6 FEDERAL OPEN FRONT SEATS (\$8.00 each)  
**for \$87.**

**YOU GET** the attractive, hard-hitting display **ABSOLUTELY FREE!**

**YOU SELL** the 18 seats for **\$131.**

**YOU NET \$43.70 CLEAR PROFIT**  
*plus free display*

**WON'T PEEL!**

**WON'T CHIP!**

**MORE SANITARY!**

**STRONGER THAN WOOD!**

**SOLID BRASS HARDWARE!**

Made of a special formula developed in cooperation with The Dow Chemical Co.

You never earned \$43.70 so easily all your selling days! Your sales of the famous Federal "Lifetime" Seats are ready-made when you put this eye-catching display on your counter. Your customer sees the quality and durability of the "Lifetime" Seat. He reads about its features . . . selects his color from the miniatures. All you have to do is make the change and deliver the merchandise. Here's selling at its best! And remember, the display is yours—to use over and over again! Alert dealers all over the country are getting in on this deal. Don't let this big profit opportunity pass YOU up!

**CONTACT YOUR JOBBER NOW — TODAY — AT ONCE**

## **FEDERAL SEAT CORP**

**36-26 38th STREET, LONG ISLAND CITY 1, N.Y.**

Sole Canadian Distributors: Master Plumbers' Products, Ltd.,

385 King William St., Hamilton, Ont. (Canadian prices slightly higher.)



Here's the **NEW**  
**SEYMOUR SMITH**

**"Snap-Cut"**

**PRUNER**

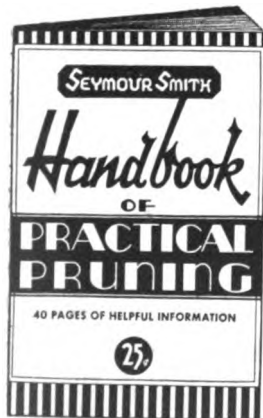
**No. 419**



**Easiest  
Cutting  
Pruner  
Made**

New streamlined design of rugged airplane aluminum with BRIGHT anodized finish. New tapered, non-pinching comfortable handles. Finest alloy steel, precision-ground blade slices onto a soft-metal anvil, making a clean, quick-healing cut. New "one-finger" catch, operated by the thumb or index finger, leaves the other hand free. Your jobber can supply you.

Only the "Snap-Cut" permits complete replacement of parts.



**FREE!**

New Pruning Handbook, written by famous horticultural expert, available free to customer purchasing any Seymour Smith pruning tool from dealer. Coupon packed with each item. Increases sales immediately. Dealers will also like individual, colorful, complete-view Pruner containers. Neat, compact, ready for counter and window display. Write now for additional pruner displays available without cost.

**SEYMOUR SMITH & SON, INC., 900A MAIN ST., OAKVILLE, CONN.**  
**JOHN H. GRAHAM & CO., INC., 105 Duane St., New York 8, N. Y.**

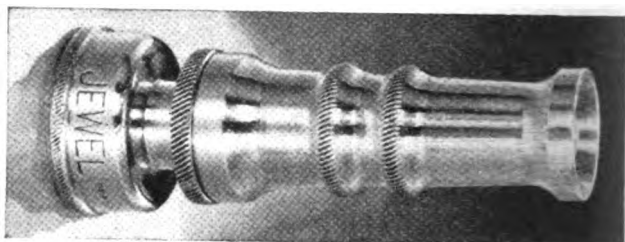
*Proved Sellers!*

**ALLEN**

**Sprinklers  
Nozzles and  
Garden Hose  
Accessories**

*Order Now!*

Top favorites with home owners for more than sixty-two years—Allen Sprinklers and Garden Hose Accessories are profit-makers for merchants. Advanced design, solid values and attractive prices help to build sales. Feature the 1948 Allen Line—You'll sell more. Ask your jobber about this dependable fast-selling line.



**Allen "JEWEL" Adjustable Cast Brass Nozzle**

Here's a real headliner in the medium-priced field. CAST BRASS with accurately-designed bell. Simple adjustment forms perfect spray with no drip or back spray. Factory-tested. Capacity: 5½ gallons each minute.

*Now...*

**NATIONALLY-ADVERTISED  
TO HELP YOU SELL!**

During 1948 Allen Sprinklers and other garden hose accessories will be advertised from coast to coast in these publications:

**Better Homes & Gardens**  
3,142,000 Readers  
**American Homes**  
2,500,000 Readers  
**Flower Grower**  
250,000



**Allen "711"**

**Revolving Lawn Sprinkler**

Its distinctive appearance, increases sales appeal. You can make the "711" your sales leader. A unique action twists and swirls the water in the air to give even distribution. Polished brass arms revolve rapidly on free-running bronze bearings.

**Ask your Jobber About Allen's Garden  
Hose Accessories and Lawn Sprinklers**

**W. D. ALLEN**

Established 1887

**MANUFACTURING CO.**

566 West Lake Street  
Chicago 6, Illinois

66 Rende Street  
New York City 7, New York



Please MORE CUSTOMERS . . .  
Make MORE PROFITS . . .

**Sell Rotoflo**

Quiet, Easy-Starting Aviation Type Motors operate dependably hour after hour without overheating . . . no mechanical tinkering or pampering. Motors are factory tested and guaranteed. Patented aluminum housings draw grass erect for cutting, and safely eject mulchified clippings to one side, away from operator's feet.

Unique rear design makes it impossible for operator's feet to enter the rotor housing. Choice of two front guards provides added safety.

Light weight and "Cradled Balance" provide maximum maneuverability with minimum effort.

Tempered steel rotary blades easily breeze through tallest, toughest grass and weeds.

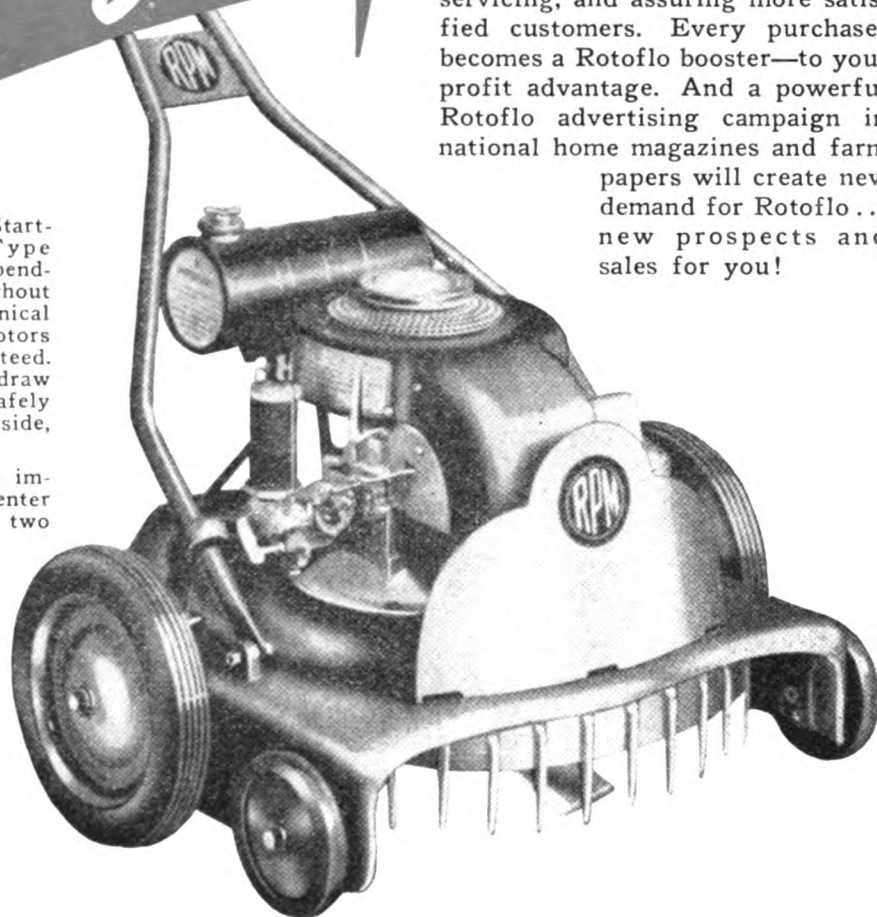
New, rotary design permits cutting close to walks, trees and walls—eliminates hand trimming.

Lightweight but rugged construction assures years of long wear and dependable performance.

Safety releases protect cutting blade and motor from damage when blade strikes any obstacle.

Six-wheel suspension prevents scalping or gouging of turf.

Full-floating, tubular steel handles adjust instantly to convenient grip for any operator.



## ... Safer, Sturdier POWER MOWERS for Every Need

Rotoflo power mowers are designed right to meet every customer-need . . . priced right to sell fast and profitably. Rotoflo Power Mowers are trouble-free, protecting you from the expense and bother of servicing, and assuring more satisfied customers. Every purchaser becomes a Rotoflo booster—to your profit advantage. And a powerful Rotoflo advertising campaign in national home magazines and farm papers will create new demand for Rotoflo . . . new prospects and sales for you!

## Act Now to Increase Your Sales with Rotoflo

Featuring the New McCulloch Engine and Crank Case especially developed and perfected for this mower.

**ROTOFLO Heavy Duty** 21-inch cutting width, 1- to 4-inch cutting height, 2½ horsepower. Big ball-bearing pneumatic-tired center wheels. Weight 55 lbs. Retail for \$149.50 F.O.B. Factory.

**ROTOFLO DeLuxe**, same specifications plus longer rotor housing; 6-inch ball-bearing, rubber-tired front wheels; 2½-inch tool steel blade; streamlined handle grips. Retail for \$174.50 F.O.B. Factory.

FOR FULL DETAILS, WRITE TODAY TO DEPT. IT

**Rotoflo**

# POWER MOWERS

R.P.M. Manufacturing Co.

401 Independence Ave. Kansas City 6, Mo.





**AGAIN...**

**in '48 the**

**Coleman**

**LEADERSHIP  
LINE**

**is Your PROFIT LINE!**



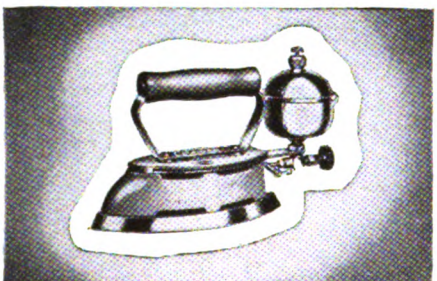
**DAYLITE LAMP**—gives more light than 20 ordinary wick-type kerosene lamps. Beautiful new styling; smart parchment type shade.

Coleman Leadership in the gas pressure appliance field means greater consumer acceptance, easier sales, quicker turnover. The Coleman Line has been the Dealer Profit Line for nearly half a century. So take advantage now of Coleman name value and Coleman Leadership, and build for bigger profits in '48.

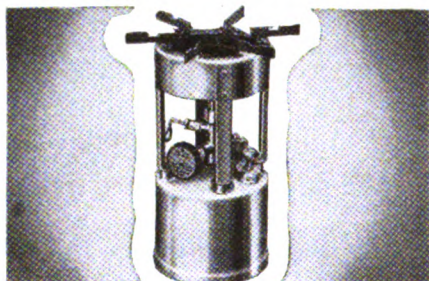
Check your stocks now—order from your jobber—and cash in with Coleman!



**FLOODLIGHT LANTERNS**—Three models... always BIG SELLERS! Give more light than 20 ordinary wick-type kerosene lanterns. Safe, stormproof. Instant lighting.



**SELF-HEATING IRON**—Popular with farm women—usable anywhere—makes and burns its own gas. Instant lighting. Saves hours of time, miles of steps.



**POCKET STOVE**—Sell like hot cakes—a demonstration does it. Fits in hunting coat pocket, burns 3-3½ hours per filling. Instant lighting. Burns any gasoline.



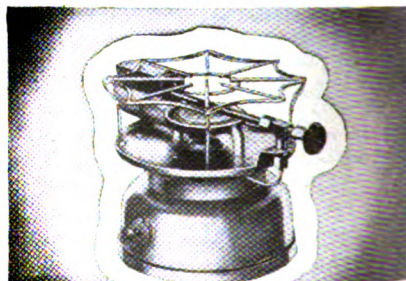
**FOLDING CAMP STOVE**—Endorsed and USED by noted outdoorsmen—featured in Coleman Advertising. Carries like a suitcase, cooks big meals. Sell it by demonstration!



**HOT PLATE**—Outing markets are expanding—here's a compact, portable two-burner stove for any outing use. Rust-resisting; fits anywhere.



**HANDY GAS PLANT**—For scores of uses on farms, in business and industry; a hunter's stove. Instant lighting—heats fast! Strongly built for hardest use. Two models.



**SPEEDMASTER PORTABLE STOVE**—Sportsmen's favorite—for cooking and heat. Instant-lighting, instantly controlled. Easy to carry—weighs only 5 pounds.

**Order from Your Jobber NOW!**

**The Leadership Line...  
The Profit Line...**

**Coleman**

THE COLEMAN COMPANY, INC.

WICHITA 1, KANSAS



# Armstrong

## QUALITY LINE

PRICED RIGHT FOR VOLUME SELLING

When it's an Armstrong . . . depend on it . . . it's the best of its kind. Here are three leaders you can put in your window or near the front of the store—they'll sell on sight at good profits. Armstrong Heaters and Sprayers are well made to give long, trouble-free service. Order from your jobber or write for literature on these and other popular Armstrong Products — Portable Ironers, Lawn Sprinklers, Shower Heads, etc.

### ALL-PURPOSE SPRAYER

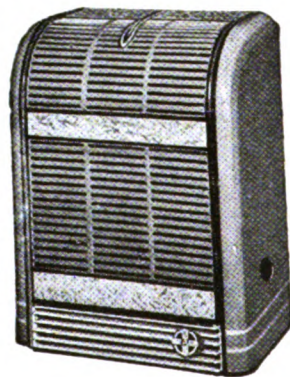


For Use  
in Garden,  
Orchard or  
on Farm

Sprays trees, shrubs, barns, poultry houses, livestock. Use for whitewash or cold water paints. Right for weed control or fighting fires. Brass spray pump and nozzle, 5-gallon knapsack made of 26-gauge galvanized iron finished in white enamel. Shipping weight 13½ pounds. Nationally advertised at 13.50. Higher west of Rockies and Canada.

### GAS HEATERS

**No. 900 CIRCULATING—RADIANT HEATER**—Designed for proper combustion to produce both radiant and circulating heat. Brown porcelain enamel finish. 19" high. Three sizes—16,000, 20,000 and 30,000 B.T.U.



**No. 1690 RADIANT HEATER**—Popular because it is so good to look at and will add to the comfort of any room in the house. Produces a clean, dry heat. Brown vitreous enamel finish. 17¼" high. Two sizes—20,000 and 24,000 B.T.U.



## ARMSTRONG PRODUCTS CORP.

*Quality Appliances since 1899*

DEPT. HA, HUNTINGTON 12, W. VA.





## We said that every home needs these tools

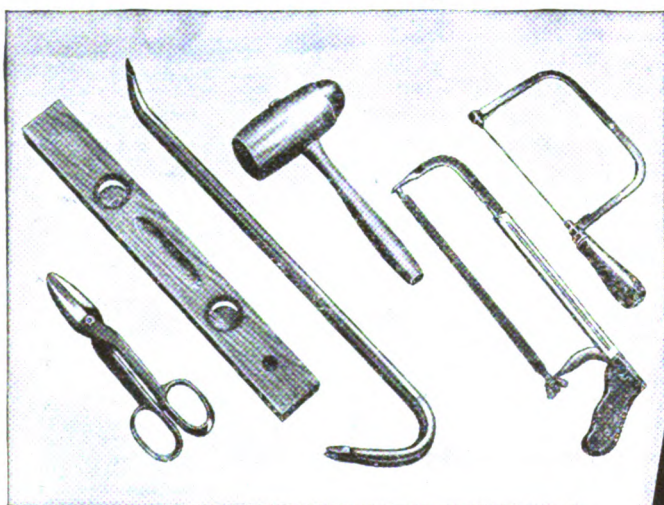
Look them over -- do you agree that there's the basic set of tools every household needs for ordinary repairs and odd jobs?

Enough people agreed with us to build some interesting displays around the idea, and asked for reprints of our article to give to customers.

How would you like to try it? We'll send the reprints -- you put the display where traffic will run into it, and see how much discussion and how many questions and how many sales you get out of it.

P.S. This is the practical kind of job Better Homes & Gardens does for stores -- sells right with them. No wonder so many stores find it so sound to tie up with our articles and ads.

We'll be glad to send the reprints . . . no charge, of course.  
Merchandising Division, Better Homes & Gardens  
Des Moines 3, Iowa.



Here are six more tools you might add to the basic group above.



*America's First Service Magazine*



# drying

**is so important!**

WONDERFUL NEW  
**Stop Watch Enamel**  
DRIES IN 57 MINUTES\*

Backed by a hard-hitting consumer advertising campaign in LIFE Magazine, fast-drying STOP WATCH ENAMEL is a specialty item that moves fast!

STOP WATCH ENAMEL comes in a short line of decorator-selected colors, for fast turnover on small inventory. Perfect for furniture in constant use!

*\*Average drying time*

Ask Your Jobber

**THOMAS C. DUNHAM, INC.**

Long Island City, N. Y. • Founded 1852



RETAILS AT 25¢

*Western States slightly higher*





# PROFITS with VELVA-CUT

GAS AND ELECTRIC  
POWERLAWN MOWERS

List—gas model

**99<sup>50</sup>** F.O.B.  
K. C., Mo.

Electric Model \$89.50  
F.O.B. K. C., Mo.

Assure  
Added  
Sales



## 9 BIG FEATURES that make Velva-Cut a "must" on your Buying List

MAYTAG MULTI-MOTOR twin cylinder gasoline engine with Precision Cone friction clutch. **ELECTRIC MODEL** powered by a special precision built motor, 1/3 hp, single phase, 110V 60 cycle AC, no oiling, sealed for life. **WIDE CUT**—cuts 16" swath on all terrain. **CUTS ANYWHERE** on sharp terraces or sloping ground, in tall or short grass or weeds, will not scalp. **TRIMS CLOSE** to within 1/4" of shrubs, plants, walls, etc. **ADJUSTABLE CUTTING HEIGHT**—FLOATING HANDLE for operators short or tall. **SEMI PNEUMATIC TIRES**, no pumping, easy rolling. **ALUMINUM BASE**, rigid and light weight with plenty of strength to withstand hard usage plus easy handling.

Write today for liberal discounts. Velva-Cut mowers are available for immediate delivery.

### ATTENTION MANUFACTURERS AGENTS

Some choice Velva-Cut territories are still open.

Mfg. by **TURPINORR MFG. CO.** Kansas City, Mo.

#### Representatives

**Eastern**—ATLAS DISTRIBUTORS, INC.  
207 Atlantic Street, Stamford, Conn.

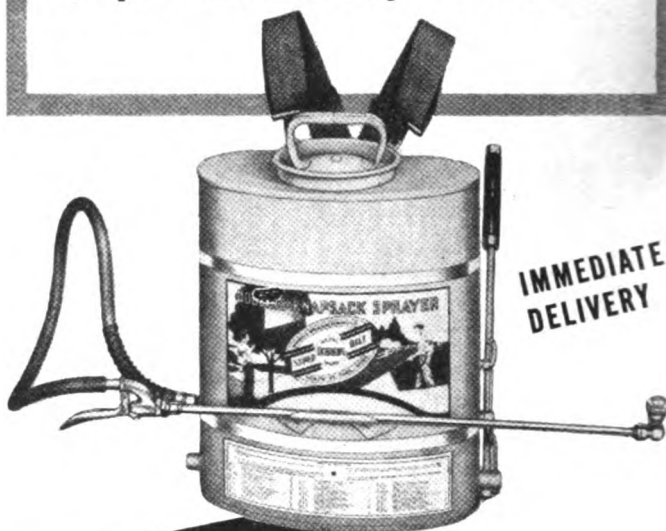
**Western**—CARLISLE MFG. & SALES CO.  
5419 St. John, Kansas City, Mo.

**Gulf States**—THE HAUGHTON COMPANY  
5139 3rd Ave. N., St. Petersburg, Fla.

# Dobbins

## COPPER TANK KNAPSACK SPRAYER

for Gardens • Flowers • Field  
Crops • Shrubbery • Orchards



IMMEDIATE  
DELIVERY

**Dobbins**  
*Superbilt*  
SPRAYERS • DUSTERS

PROVIDES CONSTANT  
HIGH-PRESSURE  
DISCHARGE OF ALL  
SPRAY SOLUTIONS

● High-grade solid copper tank resists corrosive actions of insecticides and fungicides... Absolutely rust-proof. 4 gallon capacity. Provides many extra years of dependable service. Powerful, direct-action diaphragm pump may be operated by either hand.

**DOBBINS MANUFACTURING COMPANY**  
DEPARTMENT 101, ELKHART, INDIANA

### OUTSTANDING FEATURES

Copper tank • Patented "thorough-mix" agitator • Large Fun-L-Fill opening... easier to fill, easier to clean • Brass pressure chamber... Develops 100 lbs. pressure in 7 strokes • Operates 50% easier



THERE'S A DEMAND FOR DOBBINS DEPENDABILITY



*New*

**QUIET**

**EFFICIENT**

**Automatic**

**Dependable**

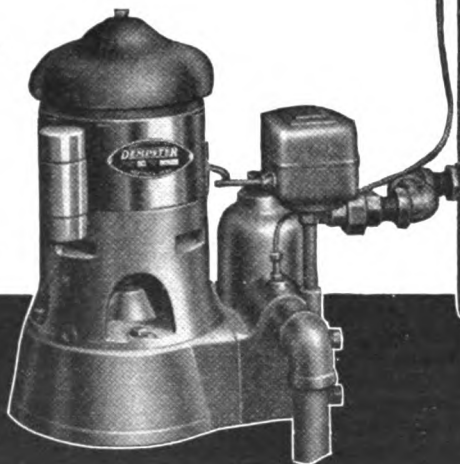
**DEMPSTER**  
Ejector Type  
**WATER SYSTEMS**  
for  
**SHALLOW WELLS**

Another Water System is added to Dempster, America's complete line... the new Dempster Ejector Type Water System for Shallow Wells. This dependable Dempster pump is automatically operated... scientifically designed with built-in ejector... and has only one moving part. Assures highest efficiency and economy in operation. Write for details that explain the advantages of selling this new Dempster Ejector Type Water System for Shallow Wells.

- Self Priming
- Pumps Both Water and Air
- Patented Shaft Seal
- One Moving Part
- Vertical Motor Permits Moisture Drainage

AMERICA'S *Complete* LINE

**DEMPSTER**  
**MILL MFG. CO.**



**BEATRICE, NEBRASKA**



# 2 NEW Doo-Klip TOOLS

EARN ADDED PROFITS ON YOUR GARDEN  
EQUIPMENT COUNTER . . .  
SPRING . . . SUMMER and FALL!



WITH THE  
PERFECTED  
"CONSECUTIVE  
CUT" BLADES

SELLS FOR  
**\$3.95**

**HEDGE SHEAR** with the famous scalloped blades. Grips twigs firmly . . . cuts cleanly without bunching. Durable green rubber handles absorb shock, provide cushioned grip. Fine cutlery steel blades are cadmium plated to resist rust and acid.

**50% MORE  
"BITE"**



SELLS FOR  
**\$2.75**

THE FIRST REAL ADVANCE  
IN DRAW-CUT PRUNERS

## PRUNING SHEAR

has 50% greater throat opening. Makes better, cleaner draw cuts with less effort. Blade maintains a full length seat on the exclusive self-adjusting, self-leveling aluminum anvil. Operates with simple leaf spring action. Has thumb-tip lock for safety and convenience.

**2** AND REMEMBER THESE  
**ESTABLISHED,  
PROFIT-MAKING  
GRASS SHEARS**

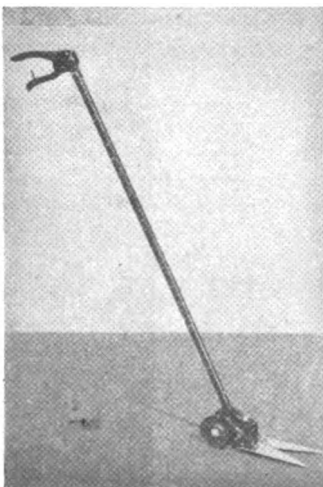
**DOO-KLIP DEALER  
PROFITS ARE  
PROTECTED**

Doo-Klip maintains price, assuring you your full profit. All enjoy the same generous profits. We do not sell to mail order chains.

**NATIONAL  
ADVERTISING  
SPARKS SALES**

Seasonal advertising campaigns in leading home and garden publications back up these fast-selling Doo-Klip garden and lawn tools.

**YOU'LL DO BETTER WITH *Doo-Klip* IN 1948!**  
*Order From Your Jobber Soon!*



The **STANDARD GRASS SHEAR** with cadmium plated, serrated blades. Up-and-down action is non-tiring. Tilting stud keeps blades sharp . . . in constant tension. **\$1.95**

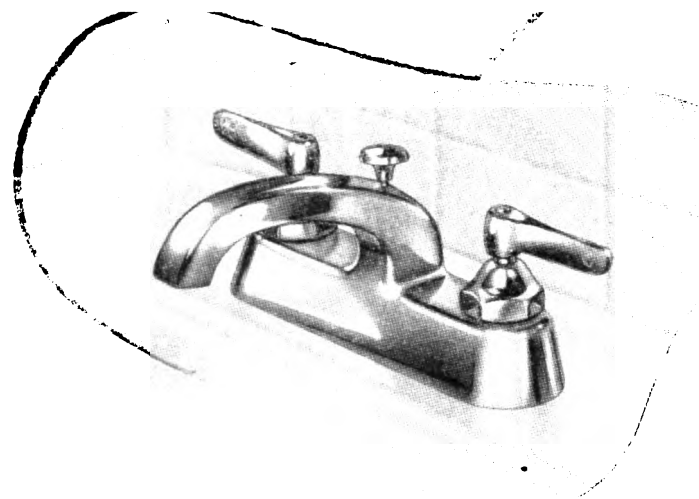
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*Alliance, Ohio*





**4-Inch Center Lavatory Set**  
Furnished with either pop-up  
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## CHECK THESE POINTS OF SALES AND SERVICE SUPERIORITY

- Velvet-Touch Control
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- Long-Life Neoprene Stem Packing
- Swiveled Washer Retainer
- No Threads to Wear in Body —
- Removable Bushing Takes Wear
- Massive Body—Good for Life of Home
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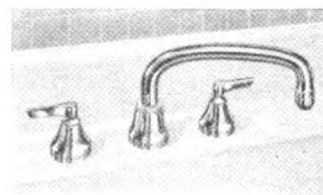
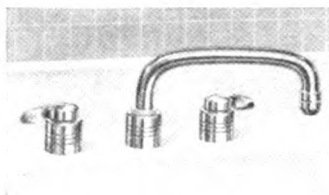
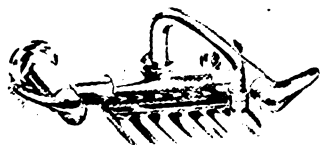
## Another New Bathroom Jewel for the Finest Settings

**S**PARKLING! Dazzling!—in its heavy coating of polished chrome, the massive all-cast spout and body of this 4-inch Center Set will equal the life of any building. Its internal construction carries definite points of sales and service superiority. And Barnes Quality Control with its 100 varied and careful inspections in manufacture, keeps the quality in this 4-in. Center Set flawless. Truly—a fine faucet set with an equally fine profit opportunity for those who push the famous Barnes Streamluxe Line.

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**BARNES MANUFACTURING CO.** *Mansfield, Ohio*  
PRECISION WATER CONTROL PRODUCTS FOR OVER FIFTY YEARS



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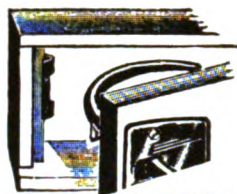
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ONE-BORE

## LATCH

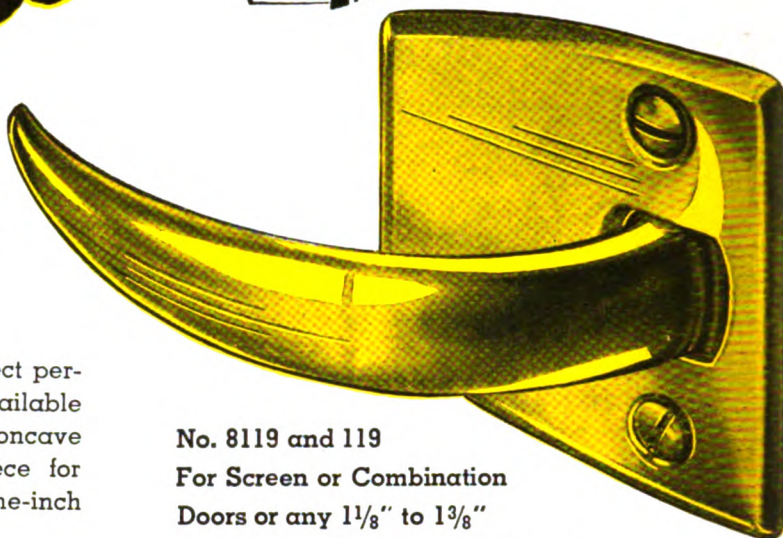
New beauty in appearance . . . perfect performance . . . and profit for you. Available in three types of handles, tubular, concave and cast. Handles are of one piece for greater strength. Requires only a one-inch hole for installation; no mortising.

*A model is supplied with each dozen latches at list price of latches only.*



PUSH to open from inside

PULL to open from outside



No. 8119 and 119

For Screen or Combination

Doors or any  $1\frac{1}{8}$ " to  $1\frac{3}{8}$ "

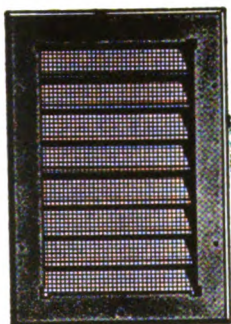
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LOUVERS

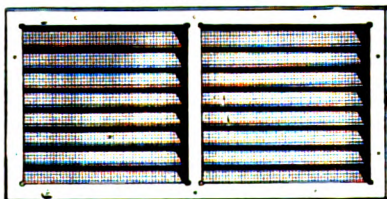
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Arrow-Line Louvers are recommended by builders and owners. They are easily installed, are good looking, and they last the life of the ordinary building. They supply ample ventilation that keeps insulated attics dry. They are supplied for all types of residential buildings. They are also made for industrial installations.



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NEW TYPE



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**A Practical Approach to Sales Volume . . .**

- ★ It's a "Short-line" assortment that moves fast.
- ★ It consists of only 5 popular items.
- ★ It assures quick profit and quick turnover.
- ★ It's chromium plated . . . distinctively styled in matched sets.
- ★ It sells on sight when prominently displayed.
- ★ It's available promptly from your jobber.

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**with this fast-moving Cabinet Hardware Assortment  
by NATIONAL LOCK**

## FULL-COLOR DISPLAY CARD INCLUDED IN DEAL

Write us or ask your jobber about this profitable hardware "deal", featuring the sales-making new display card shown. Printed in six vivid colors, it's sized just right to fit on your counters. The "500" DELUXE is something to investigate. Do it today.



**NATIONAL  
LOCK  
COMPANY**

**ROCKFORD, ILLINOIS**



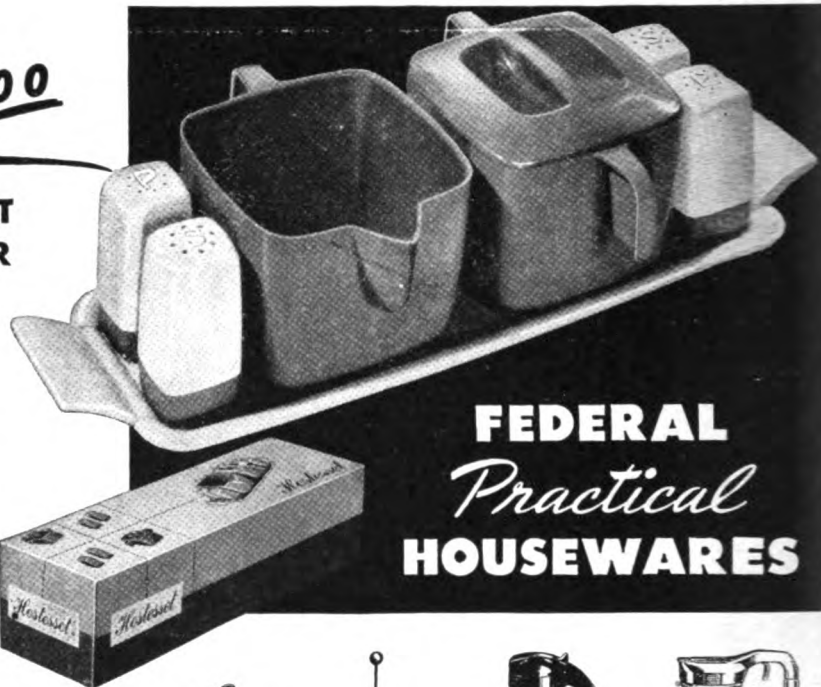
CABINET HARDWARE DIVISION



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**SAFE TO SCALD — NO EFFECT  
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Hostesset is a handy, practical, and appealing little table ensemble . . . smartly modern in design and popularly priced for your profitable featuring at \$1.00 retail. The creamer, sugar bowl, two pairs of salt and pepper shakers, and serving tray are all molded of durable, sanitary plastic which can be *washed and scalded — safely — without effect on material or color!* Set comes in complimentary colors — red and ivory; is attractively packaged in a striking gift box (illustrated at right) which serves double duty as an eye-catching counter display. Available now for prompt delivery.



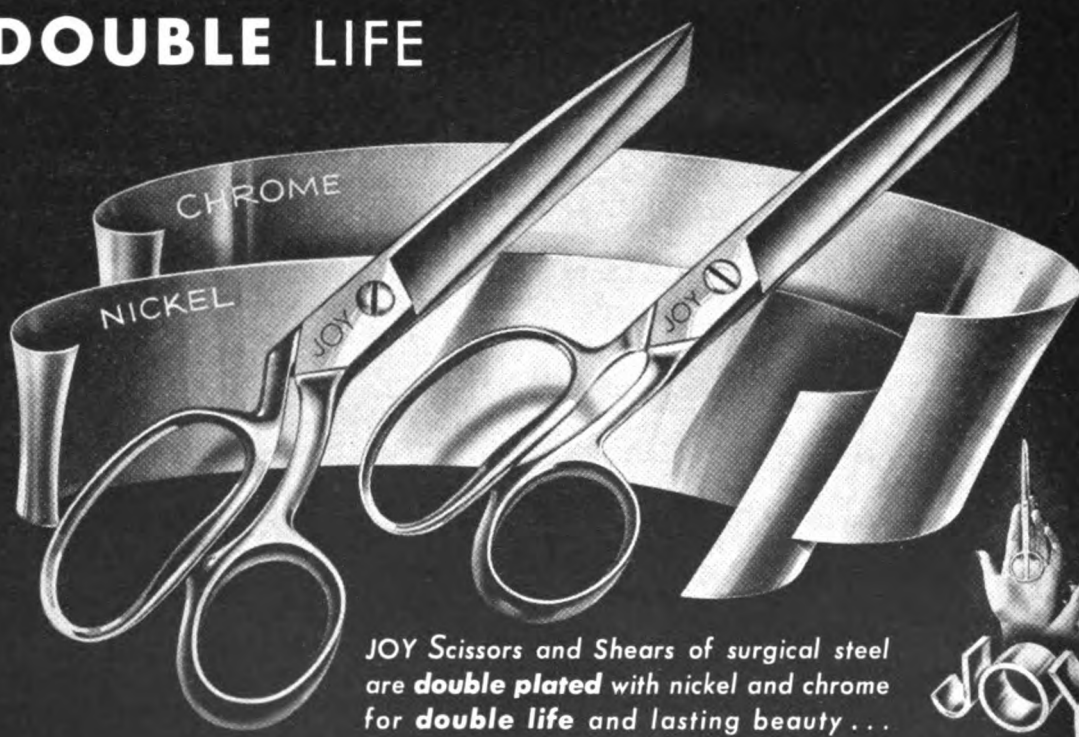
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THE SHEAR WITH THE  
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JOY Scissors and Shears of surgical steel are **double plated** with nickel and chrome for **double life** and lasting beauty . . .



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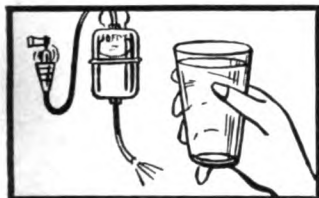


# OVER 40 MILLION HOMES WANT "SOFTEE"

## THE PORTABLE AUTOMATIC WATER SOFTENER



Soft water banishes drudgery of household chores, cleans floors, tubs, sinks, windows, woodwork in half the time.



SOFTEE will also remove the unpleasant chlorine taste from water and condition the water at the same time. Merely run unpleasant tasting water through SOFTEE, and you have spring-clear soft water that tastes better.



More luxurious bathing, easier shaving, glorious hair shampoos, dishwasher kind to your hands with SOFTEE's soft-as-rain water.



You'll actually save upward of \$150 a year (by actual supervised tests) when you use SOFTEE water softeners in your home.



- Weight approximately 2 pounds.
- Retail price \$9.95.
- Dealer's discount 40%.
- Packed 12 to a carton.
- Immediate delivery.

SOFTEE—the sensational new soft water discovery! Revolutionary new filter action INSTANTLY softens HOT or COLD water right at faucet. SOFTEE will last many years with proper care. Mass design brings SOFTEE's cost (only a fraction of other, less efficient softeners) now within reach of EVERYONE! SOFTEE is a thrilling new experience for millions of American housewives who have longed for the pleasure, convenience, comfort, efficiency of rain-soft water.

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NATIONAL MANUFACTURING COMPANY  
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(ALL ORDERS SENT POSTPAID)

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MAIL TODAY!

THE "SOFTEE" IS UNCONDITIONALLY GUARANTEED





# At the Housewares Show

**Buyers acclaimed:**

- 1** The new Reynolds Sales Policy
- 2** The unique 17-piece  
"Triple-Thick" line of  
**REYNOLDS *Lifetime* ALUMINUM**







**3** and the great new 44-piece line  
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# **REYNOLDS** *Lifetime* **ALUMINUM** Heavy Gauge Cooking Utensils

From one of America's great producers of Aluminum,  
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See the complete heavy-gauge line  
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Look for the Reynolds Seal on every knob  
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# Full year of opportunity

## January



**RESOLVE** to give files year-round sales attention. Because files are "expendable" tools, they are one of your best items for repeat sales, fast turnover, good cumulative profit.

## February



**PUSH SAW FILES** for early-spring activities with pulpwood and bucksaws, handsaws, crosscut saws, small circular power saws.

## March



**URGE FARMERS** to get a useful assortment of files now—for repairing, sharpening, tuning up farm machinery and tools for the coming busy season.

## April



**WINDOW DISPLAYS**, associating files with gardening and other tools on which they can be used, will stimulate spring and summer business.

## May



**AUTO AND GENERAL REPAIR SHOPS** are busy. Send them word that you are headquarters for the files they need.

## June



**HOUSEHOLDERS** will be delighted with this novel Handy File. Feature it as a "Special" and watch the sales pour in!

## July



**PROMINENT COUNTER DISPLAYS** this—and every—month will keep customers for other items reminded to add a few files to their purchases.

## August



**HOBBYISTS** start laying in tools about this time. Put some Rotary and Swiss Pattern files where they can see them. Early sales—"extra gravy"!

## September



**COMBINATION OFFERS** of files for (1) householders, (2) farmers, (3) repair mechanics have great sales attraction.

## October



**TELL YOUR WHOLESALE** now what files you'll need for the big Holiday season. Early order, early delivery!

## November



**"WOODSMAN, SPARE YOUR BACK"** . . . make that your theme song for selling pulpwood and cordwood cutters the files needed to make saws cut faster and easier.

## December



**CHRISTMAS HARVEST** is yours with Swiss Pattern, Rotary, Handy, Curved Tooth and other files for gift-giving. Display 'em and reap!

**And one thing more: Make those files NICHOLSON brands . . . best known, highest quality, good-will building, customer holding—and always easy to sell at full price and profit.**



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# HARDWARE AGE

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Charter Member

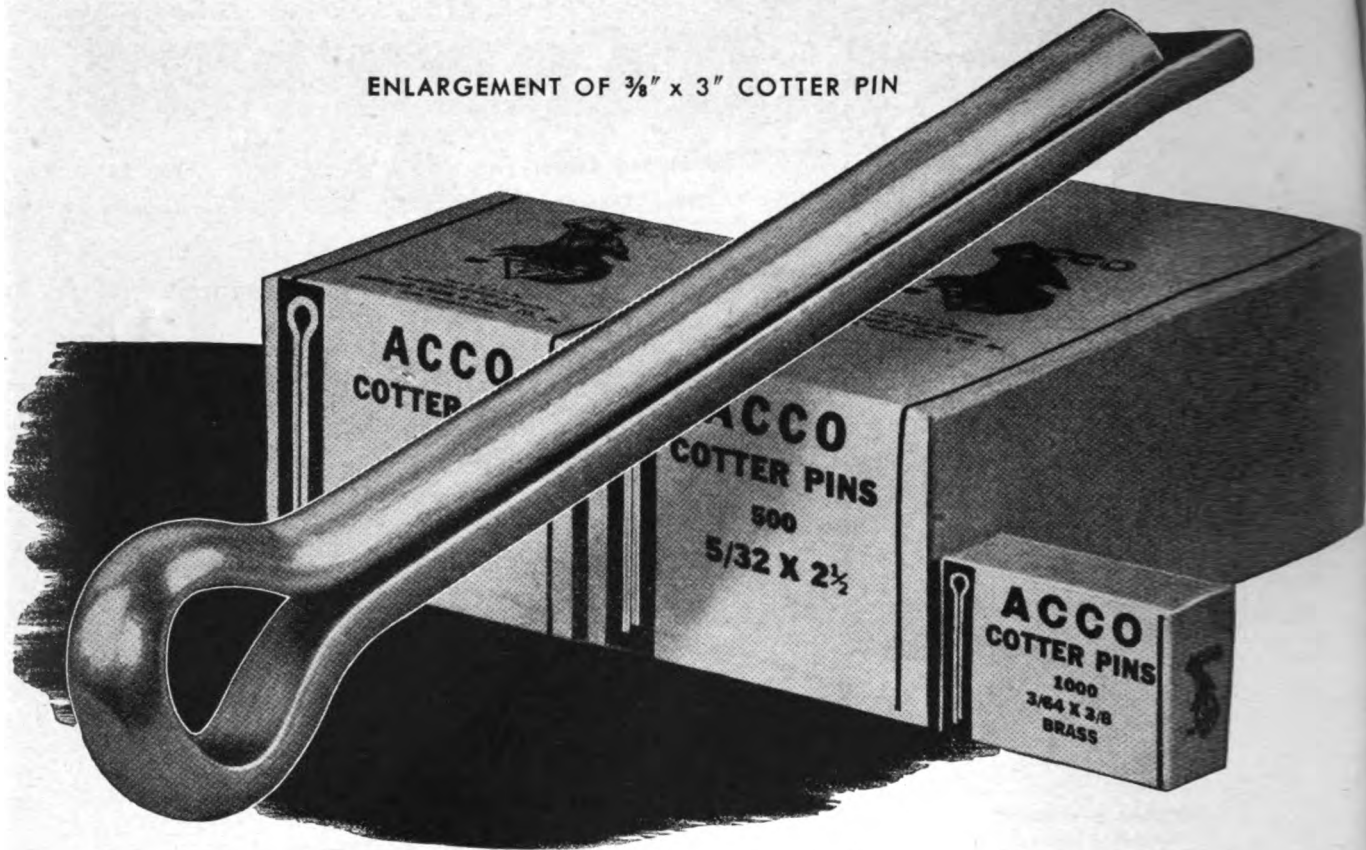


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There's more to a cotter pin than simple dimensions. ACCO Cotter pins are precision-made from accurately drawn wire. They are easy to insert. They fit the hole size for which they are made. Prongs spread easily and hold tight. And they are packed in attractive, substantial boxes, clearly labeled.

YORK, PA.—American Chain makes two types of cotter pins in a full range of sizes. In addition to the ACCO (regular type, shown above) American offers the CAMPBELL HAMMERLOCK, which is designed so that it locks positively and permanently by simply striking the head with a hammer.

Look to American for the kind of quality your customers expect from you—whether it is cotter pins—electric or fire-welded chain—any type of weldless chain made of formed wire or stampings—chain fittings, attachments and assemblies—repair links—hooks.

Sell American—the complete chain line.

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**AMERICAN CHAIN DIVISION  
AMERICAN CHAIN & CABLE**



*In Business for Your Safety*

# *Informal Editorial Comments* **JUST AMONG OURSELVES**

*By Charles J. Heale*

## **Tire Chains "Black Market" During Recent Snowstorms:—**

**T**HE day after Christmas the eastern seaboard, and quite a portion of the country west of that area, was hit with the worst and heaviest snowstorm since the famous, and perhaps partially legendary, blizzard of 1888. This experience was followed by two subsequent major snowstorms—spaced about a week apart.

All normal forms of transportation were literally crippled. Thousands of automobiles were snowed in and frozen in and almost four weeks later many have not yet been thawed out or dug out. It might well be argued that in the Northwest such storms are common every winter and that proper precautions are taken to cope with situations of this type.

Even so, the three storms were

"something." The eastern seaboard was without the experience and partially without the facilities for meeting the situation. Everything considered, city, county and local authorities did an outstanding job.

It was and, as this issue goes to press, is still impossible to use a car without tire chains in most of the east. Of course, all kinds of chain products have been scarce—not because of limited production facilities but due chiefly to the difficulty of obtaining adequate raw materials.

But there were some tire chains and some replacement cross links available in hardware stores and service stations. And what happened? Did either hardware deal-

ers or service stations feel obligated to their communities or anxious to be of service in this definite emergency? Too many did not.

Shortly after noon on December 26th, tire chains which should sell at \$9.00 or \$10.00 were available only for \$25.00 or \$30.00. Cross links which should sell for about 16 cents to 20 cents could not be bought for less than 75 cents—and the customers could "take it or leave it" and were so advised. Partially used tire chains were available from \$15.00 to \$18.00 a pair.

Every wholesale and retail distributor knows the cost of such merchandise and can quickly recognize that plenty of gouging took



place. Consumers don't know precisely what these costs are, but they do know what they have paid for chains and cross links and sense keenly that they were "rooked" and they don't and won't like it.

My home is out on Long Island, 50 miles from Times Square, and we really got "the works" from these storms. Other than paying \$6.00 for eight cross links which should have cost me slightly over \$1.00 I didn't do so badly, but many of my neighbors paid through the nose. Here and there fair prices were charged and I know that such merchants are going to sell some gas ranges, elec-

tric refrigerators and other major items this spring because they were fair in an emergency. I specifically know of one dealer who has kissed good-bye to about an \$1800.00 order for an oil burner, a stove, electric refrigerator and some linoleum which had practically been sold to a new neighbor who had to pay \$25.00 for a pair of chains which should not have cost him more than \$10.00. He is just permanently mad and I don't blame him, especially when he discovered, a little too late, that he could have gotten the same tire chains in another store for less than half of that high price.

This is a very unfortunate record which I know was not limited to my own home area. It will taste bad for a long time and is obviously the subject of much conversation.

For the relatively few "plus" dollars gained by some hardware dealers and service station operators during the storms, I believe many more dollars, for some time, will be diverted elsewhere. It is an experience such as this that makes normal opponents of government price control wonder whether or not such regulation is desirable after all. I don't think so. Personally, I just will avoid the chiselers in the future.

★ ★ ★

## A Little More on Tire Chains:—

**I**T seems to me that even in more normal times tire chains and repair cross links have often become scarce rather quickly when unexpected snowstorms hit various areas.

Except in the deep south, every year brings heavy snowstorms

somewhere. As most wholesalers cover a fairly wide area, some part of which will be subjected to heavy snowfall, it would be well for such distributors to build up a more substantial stock of tire chains and cross links and thus be ready for abnormal demands as

they develop. The investment is relatively modest, based on figures I have obtained, and I also believe retail hardware stores in the snow areas also could well afford to give advance consideration to more adequate stocks in this line.

★ ★ ★

## "Meet Mr. Smith"

**A**MONG the "pet peeves" of a certain friend of mine is the strange quirk in some folks at a convention when introduced virtually to say, "Why, I know Mr. Smith and have been introduced to him but he never knows me." Smith, of course, is embarrassed, harassed and annoyed. No sane business man intentionally fails to greet a customer, a prospect or even a competitor to whom he has been introduced, or whom he knows from some previous contact. Relatively few have completely faulty memories and even

fewer are so ridiculously "snooty" that they attend a convention for the purpose of ignoring acquaintances so—why invite the thought or suggest it? A possible explanation is that Smith, because he is fat and wears double-breasted suits, or loud neckties, or is prominent, or is successful or for some other reason is known by sight very generally. As a result a new face (to him) is presented and he accepts the introduction in a courteous way only to be told that "We have met before." The other fellow thought he had met him

because he had seen him around for years and knew who he was. If Smith, even mildly, assured his new friend that it was not so—there come later the postmortems that Smith is high hat. Sometimes these incidents actually affect business relations. In review—it is silly, unfair and adds nothing to the gayety or gain of the situation and would be a good practice to stop. In fact, I offer the idea to the resolutions committee and add the suggestion that introductions be made with more care so that unusual names are distinctly heard.

(NOTE: Reprinted from the Sept. 26, 1946, issue of *HARDWARE AGE*, by special request.)



**ILCO**

# PADLOCKS

**EXTRA protection that builds  
EXTRA sales**

**No. 308.** Heavy cast bronze in natural, satin finish. Case hardened shackle locks toe and heel. 1½" Pin-tumbler, rotary bolt. Can be master-keyed.



**No. 373.** Solid extruded brass case, satin finish. Brass pin-tumbler cylinder, hardened steel shackle. Locks solidly on the toe. 1½". Can be master-keyed.



**No. 324.** Packed with security. 1½" attractive Green finish. Hardened steel shackle, disc-tumbler cylinder. For cupboards, cabinets, chests, etc.



**No. 320G.** Popularly priced fast seller. 1½" attractive Green finish. Steel shackle, disc-tumbler cylinder. Also 320BL with 5½" shackle for bikes.



**No. 314.** Famous BLACK KNIGHT Line. 1½" heavy steel shell, hardened steel shackle. Black finish, polished nickel base. Rotary bolt locks toe and heel. Disc-tumbler cylinder.



Also 314A with 1½" shackle opening; 315 with 1½" case; and 314L with 5½" shackle for bikes.

**ILCO**

## Security HARDWARE

**INDEPENDENT LOCK**

**JANUARY 29, 1948**

# Hector



## ... helps the judge lock up

*by Harry the Hardwareman*



**In which Hector, who clerks in Harry's Hardware Store, comes up with a brand new use for padlocks.**

I happen to be watching the door when Judge Cooley's granddaughter comes in, cute as Christmas. Hector—he's my clerk—sees her and whizzes past me with the back of his neck looking like it's been flash-burned with a blow torch. I move over to listen.

"Hello, Hector," she dimples. "Grandfather says the padlock you sold him this morning is too big."

That Hector! He's been off the beam ever since she gets home from boarding school. Forgets everything I tell him. Last week he gets balled up on Night Latches. Now it's Padlocks.

He's just standing there gulping, so I speak up.

"Where does the Judge want to use a padlock?" I ask her.

"He has a little cabinet in the front hall alongside the big clock. He wants to lock it up."

"Lock it up?" echoes Hector. "Lock up a clock? What for?"

"Hold it Hector," I say gently, while I'm walking her over to the ILCO Display Board. "What the Judge needs is *this* one." I take down an ILCO 324 and tell Hector to wrap it up.

After she goes, leaving a big smile for Hector, I back him into a corner. "Hector," I say softly, "what am I going to do with you? You can't expect the Judge to know anything about padlocks. That's your job. Before you sell a padlock, you've got to find out what it's going to be used for." Hector looks pretty sad.

"I'm sorry boss," he says at last. "When the Judge came in this morning, all I could think about was—was—her."

"Okay," I say. "So now you know that for light duty, like on a cabinet—the Judge's cabinet, for instance—you use an ILCO 324. But suppose a customer says that he wants to put a lock on his garage. Which do you recommend?"

I don't give him a chance to answer. "An ILCO 373 or a 308," I run on, "would be right. And if he says he's locking up a fruit cellar or a tool chest, would he want the same kind he'd use outside?"

Hector opens his mouth to tell me, but I cut him off. "Sure not. For that job you show a Black Knight or a 320G. And you always want to be sure you get out a *couple* of padlocks of the right size, at different prices. That way you give 'em a choice . . . and you're not asking 'em if they want to buy, you're asking *which*. That's why we carry ILCO Padlocks for every use at every price. Get it?"

Hector nods. "Another thing," I say. "Did you ask the Judge about a hasp for the lock?"

"No," admits Hector. "You should've," I tell him. "When you suggest a hasp with every padlock, you stand a good chance of making an extra sale. Lots of times customers don't think about needing a hasp, too. They—"

The phone interrupts. It's the girl again. She wants a hasp, she says—I give Hector an I-told-you-so look—and could Hector run over and put it on? I tell Hector, and before I know it he's streaking out the door with a hasp in his hand. "It's for her Grandfather's lock!" I shout after him, hoping for the best.

Just at closing, Hector comes back. "Have any trouble?" I ask anxiously.

"I busted it, boss," he mutters, not looking right at me.

"Busted the hasp? How in time did you do that?"

"Not the hasp. The glass. The frame was too narrow."

"Frame? Glass? What're you talking about?"

"The hasp I took was too big. I forgot to ask you what size."

"Too big? Hector, where'd you put that hasp?"

"Why, right where you told me. On her grandfather's clock."

That Hector! Sometimes I wonder!

This is the second in the series of Hector's mis-adventures in Harry's Hardware Store. Watch for the next one in an early issue of this publication.

**BRANCHES IN ALL PRINCIPAL CITIES**

**COMPANY • FITCHBURG, MASSACHUSETTS**



□ □ □

These windows make one large display of the store for the window shopper. Notice the number of major appliances which are displayed in the left window. And there isn't any crowding there.

□ □ □



## Ingersoll's Keeps Pace

*A parking lot for 150 cars has been provided for motorists who shop in the modern, expanded store built to replace the one burned out in January 1947. Once a farm store, it now carries a complete household line for its suburban trade.*



□ □ □

On Saturdays and in busy shopping hours the 150-car parking lot, part of which is shown is filled. The lot has entrances upon two of the main thoroughfares. The large arrow is pointing to the rear door of the store.

□ □ □

**B**ACK in 1908 when the late F. S. Ingersoll located his feed, seed and hardware business at a country crossroads in Rocky River, Ohio, he couldn't by the wildest fancy of his imagination have envisioned the growth of Rocky River or his business.

#### Largest in the County

Today, as a result of a rebuilding of the hardware establishment at 19071 Detroit Rd., Rocky River, following a disastrous fire last January, F. S. Ingersoll, Inc.,

"The Complete Hardware Store," is claimed to be the largest exclusive hardware store in Cuyahoga County, which embraces all of Greater Cleveland.

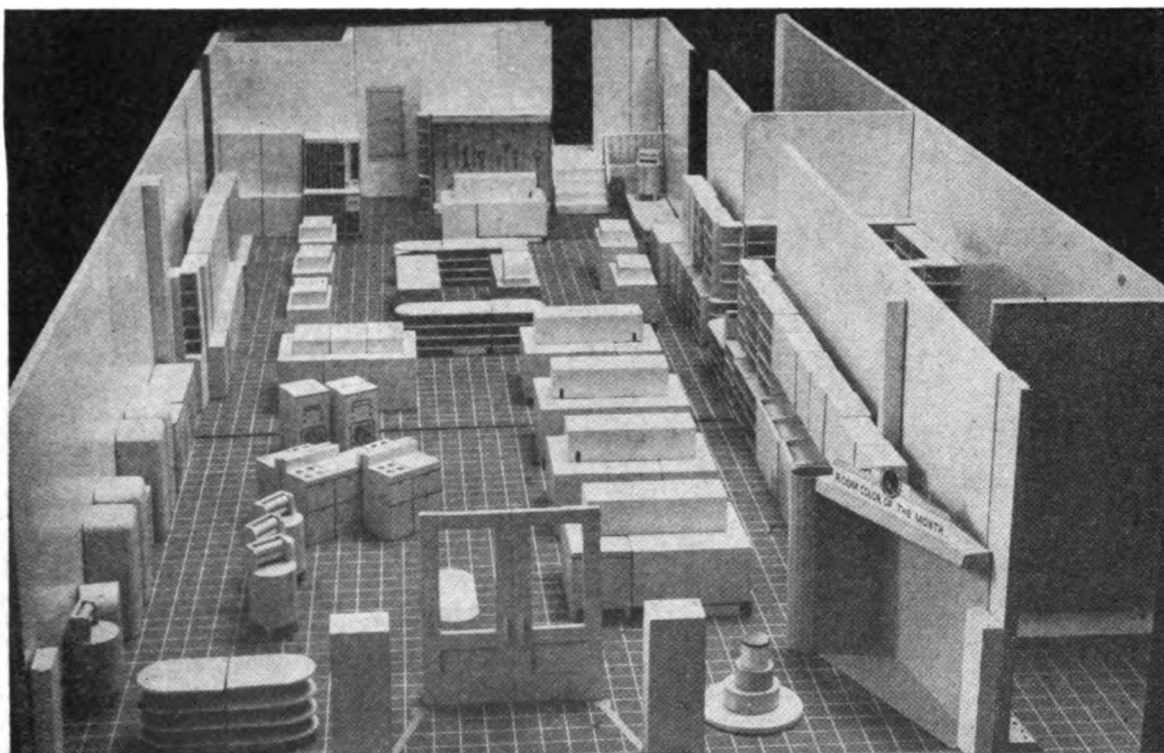
When the business was started at its present location, 40 years ago, Rocky River was just a little hamlet about 10 miles west of Cleveland near the shore of Lake Erie. Today it is an incorporated city of 10,000. Lakewood, a later development, which used to be considered a suburb of Cleveland, lying between Rocky River and the metropolis, has mushroomed into a city of 80,000 people. It is hard

to imagine the growth of this region that will follow in the next 40 years.

#### Type of Business Changed

The nature of the business of this firm, which was established in 1891, has changed as considerably as the surrounding countryside. Even as late as 1930 seed sales accounted for about 40 per cent of the firm's volume. Farm supplies and equipment were heavy and it was primarily a farmer's store. Today, barns are missing from the landscape, as most of the farms

## With the Times



This was the "model" store as it was conceived in the mind of C. E. Fitzgibbons, president of the firm. Scale models were moved about on a sheet of squared paper of the proper proportions until the most satisfactory arrangement was obtained. The 10-ft. wide strip, formerly a driveway, is shown at the right. It was converted into alcoves for paint and seed sales and an office at the rear of the store.





Before the store was rebuilt, paint shelves lined one entire side. Twice as much paint is now sold by the firm from this small alcove.

were absorbed into real estate developments.

The farmers and their wives and children have largely been replaced as Ingersoll customers by suburbanites and their families. Most of the residents of Rocky River now work in Cleveland, and those who travel by car and bus pass the Ingersoll store twice daily.

The advent of the automobile, in ever-increasing numbers, caused

subtle changes in the merchandise of the store, the merchandising methods, and in the appearance of the store itself. Because more women and young people are numbered among its customers, the store has been made brighter, neater and generally more appealing for the feminine trade.

Because many of these women customers drive cars when they do their shopping, Ingersoll's found it

imperative to provide adequate parking facilities to make it convenient for them. To do so the hardware firm invested \$20,000 to buy adjoining properties and improve land at the rear and one side of the store, to provide 12,000 sq. ft. of parking area.

This parking lot will accommodate as many as 150 cars, but even so it is filled to capacity of Saturdays. There are entrances on Detroit Rd. and Blount St., the intersecting thoroughfares. The store has a rear entrance on the parking lot for the use of the motorists.

### Parking Lot Essential

"We couldn't begin to do our present amount of business without the parking lot," says Carroll E. Fitzgibbons, president of the company.

"Pretty soon, with more and more cars coming onto the highways, stores in congested areas where parking spaces are hard to find, are going to be 'dead ducks,'" believes Mr. Fitzgibbons. He foresees the day when the high rental stores of today, in the cities, are going to be a drug on tomorrow's real estate market, as more and more retail business moves way

(Continued on page 130)



This is a partial view of the paint reserve stock now housed behind a false wall. The far end forms the alcove shown in the above picture.





Every summer the firm takes a booth at the East Side Festival. Last year appliances and bicycles were shown while signs told the story of service.

## Point-of-Sale Advertising Aids Service Department

*Foulke & Norman believes in signs and uses them to advantage in selling customers on the numerous types of service it features*

**H**UNDREDS of customers visit Foulke & Norman appliance and service shop in Madison, Wis., and because of this fact maximum point-of-sale advertising is used. The firm's efficient service shop in the basement of its store at 2330 Atwood Ave. takes advantage of this traffic by use of numerous signs outlining the varied repair services offered.

### Signs Tell the Story

The approach to the door of the service department is neat and clean, with sidewall signs and displays of wheels for bicycles, baby carriages and other juvenile wheel goods.

In order to take advantage of the customer traffic which visits this service department, A. D. Norman has created a number of signs which give the customer an idea of some of the services which can be rendered by the firm.

"We can retire any wheel . . . Parts for any bike," says one sign, while another states, "We rebuild bicycles and tricycles."

Signs like these aid in spreading word about the completeness of the firm's bicycle shop facilities.

The services of the rest of the department are not ignored and another sign reads, "Complete ser-

vice on all makes of small appliances," and on another wall a placard tells customers, "Complete stock of washing machine parts . . . any make."

### Service Shop Popular

"Our service shop has become very popular in the area," reports Mr. Norman. "We also repair radios, which brings in many customers, some of whom are ready to buy new or additional sets for their homes. The shop has helped us do an excellent appliance business and has furnished us with





Descriptive signs are plentiful at the entrance to the department.

some mighty fine leads. We make every effort to handle the customers courteously no matter how small or old the appliance may be or how badly it needs repair. This sort of attitude pays off in the long run."

Mr. Norman says that his firm also advertises its repair services,

when the firm has a display booth, each summer, at the popular and well attended annual East Side Festival sponsored by the Madison East Side Business Men's Association.

In addition to displays of new appliances in this booth, last year, there were numerous signs which

stressed the service facilities of the hardware store. Bicycles were also on display to emphasize the fact that they are for sale and that the store has a fine shop for repairing them.

"Our service shop volume and appliance volume are growing so rapidly, that we are going to triple our space for service this winter," says Mr. Norman. "We are going to try to departmentalize bicycle, small appliance, radio, washing machine and refrigerator repairs, and will welcome the public to these quarters. When customers see appliances being repaired we think it will influence them to bring appliances to us to have them serviced. We think it will also encourage customers to buy new appliances at a store where they know servicing is good."

Three neat signs, placed at advantageous locations on the first floor of the store, also call the attention of customers to the numerous services that can be rendered on bicycles and appliances. They aid greatly in getting customers to inquire about service.

## Uncle Sam Can Find the Missing Ones

**L**AST year's skips are on your desk for final disposition. Right on top of the heap is that Jones bill.

For Mdse. purchased one year ago, John Jones, Last address, General Delivery, Blankville, Ill. —\$50.00.

Here is a customer on whom you have lavishly showered your best form letters. You have cajoled him with "Your credit standing with this company is still in your favor." Then you tried to trap him. "We are enclosing an envelope already stamped and addressed for your convenience. Just put your check in and send it right back to us." Finally you stormed and ranted, "You must understand that legal proceedings are expensive and that, etc."

But old Jones hasn't "fallen" for that stuff. He is probably standing at the General Delivery window up at dear old Blankville, Ill., having a good laugh—free. And possibly Jones doesn't live in Blankville anymore. Well, *where is he?*

Now you are ready to charge that \$50.00 to bad-debts, or to your uncollectable-account. But hold on a

*minute!* Jones is getting the mail, isn't he? It hasn't come back, so he must be living somewhere.

Let us first figure what you have spent on this account so far. A couple of local phone calls and six letters. At the current rate of 75 cents per letter you have spent close to \$5.00 and the bill is still unpaid.

But you can get Jones from behind that general delivery window. *If he has an address* at the post office, you can find your man. *And it will cost you only 2 cents.* Uncle Sam will help you.

*Here is how.* By this time you have run out of beautiful words of encouragement and terse threat words, so why bother with another letter. Pick out one of your choice bits of advertising on electric toasters. Stick it in an envelope. Don't even bother to close the thing. Put a 1½ cent stamp on it and down in the lower left-hand corner of the envelope type the following:

POSTMASTER: If addressee has removed and new address is known, notify sender on form 3547-S, postage for which is guaranteed.

If you are actually going into this thing have a rubber stamp made.

Now sit back and relax. Your sly little bit of advertising does a quickie up to the general delivery window at Blankville, Ill., and is forwarded.

But old Jonesey doesn't know what is going on inside the portals of his Uncle Sam's office. This is the land of liberty and truth is rampant still. So truth pursues John Jones and turns up in your office on form post-card No. 3547 and which reads as follows:

In accordance with your request you are notified that the matter mailed by you to John Jones, at Blankville, Ill., is incorrectly addressed because the addressee has removed to ..... (here follows Jones' new address). Forwarding postage required .....

*Two Cents.*

So there you have John Jones all done up in his new address. Funny too, isn't it, maybe he is back in his old home town again and you have been chasing him all over dear old Blankville, Ill.

# The Farm Machinery Price Squeeze

*Farmers are paying up to 75 per cent on list prices to "traders" who buy from farmers who can't resist selling on the tempting curbstone market. This article discusses the situation in Iowa but is typical of other sections*

By J. S. RUSSELL

Editor,

*The Iowa Farm and Home  
Register\**

□ □ □

IOWA farmers are spending millions of dollars in exorbitant payments for tractors and farm implements purchased in the so-called black market. Curbstone operators in Iowa, and particularly southern Iowa, are doing a tremendous business in new, near-new and used farm machinery.

Their places of business are key points in an interstate network of traders in farm machinery at far above list price. Their operations make the automobile black market dealers look like pikers and they collect up to 75 per cent above list price as tribute from farmers who are in desperate need of tractors, combines and other farm implements.

## The Principal Reasons

The tremendous demand for implements and the fact that supplies are falling short of this demand are the principal reasons for the far-flung operations of these men. Most of the items bought and sold by the sharp trading middlemen are purchased from farmers who got them originally through regular dealers at list prices. But some of these farmers, who are able to get by without the machines, can't resist the tempting offers of the traders for a quick profit.

\*A monthly magazine that goes to all readers of *The Des Moines Sunday Register* on the first Sunday of each month.

These traders depend on farmers who are suckers enough to pay the exorbitant prices—frequently a mark-up of from \$800 to \$1,500 for a tractor originally sold by the legitimate farm equipment dealer at the list price of \$1,800. Technically, these traders are not operating a black market. They are not breaking any laws. Legally, the sky is the limit, since price controls were ended a year ago last October.

## Have Done Everything

Manufacturers and their distributors and dealers have done everything in their power to curb the high-price traffic in farm implements. Yet the story of these transactions is fantastic.

One story is of an Iowa woman who owns her own plane and scouts several states by air for machinery to buy. She reportedly has several huge trucks which are kept busy delivering this machinery to the southern Iowa county seat town where she operates. Still another story is of an operator who is said to have "salted away" profits of a half-million dollars in the last year or two.

*The Farm and Home Register* has the written offer of one southern Iowa trader in implements to pay \$2,800 for a tractor for which

the list price, f.o.b. Des Moines, is \$1,840.85 (state sales tax included).

The tale of a combine that was bought and then sold by a western Kansas farmer and ultimately resold to his neighbor seven miles away for a mark-up of \$800 just about caps the climax about black marketing in farm machinery. During the course of the triple transaction, the combine never was taken from its crate, but was trucked to a southern Iowa county seat town and then trucked back to western Kansas.

The business continues brisk even though manufacturers, distributors and their dealers are starting closer checks on tractors to prevent defacing or removal of serial numbers. Tampering with serial numbers is a misdemeanor under the law. Several fines have been imposed on traders who sold or had in their possession tractors on which serial numbers have been obliterated or removed.

## Farmer Is the Loser

The real loser in this inflationary competition is the farmer who will not or cannot pay through the nose for farm tractors and implements, even though he is badly in need of them. The exorbitant prices are hampering efforts of many young farmers, particularly G.I.'s who want to start farming but who don't feel justified in making the tremendous capital investment present prices require.



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Here is the store's front showing alley which leads to the parking lot and the comfort station.



## Half of Store's Traffic

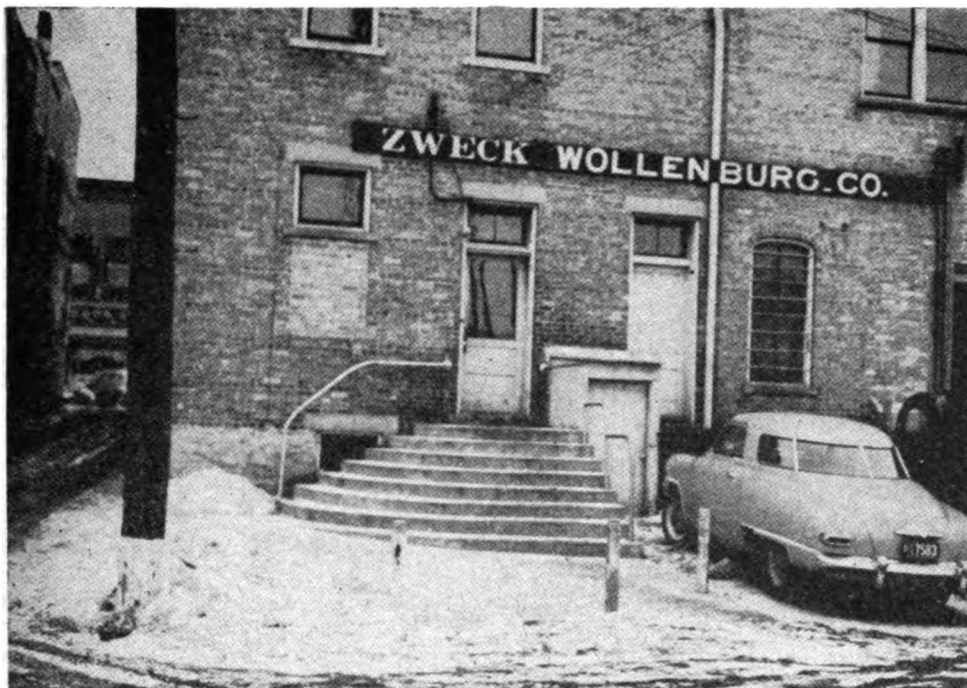
*When the Zweck-Wollenburg Co. discovered that 30 per cent of its customers were making use of the parking lot in the rear, it improved that entrance. Now 50 per cent use that door*



The comfort station is located in the public parking lot. To the left may be seen part of the rear end of Zweck-Wollenburg's store.

**H**OW important is back door store traffic?

When George Wollenburg, of Zweck-Wollenburg Co., Beaver Dam, Wis. (population 10,000), decided to make a check he and his employees found that fully 30 per cent of their traffic entered through the rear entrance. The reason for this was that more farmers were parking their cars in a nearby city parking lot, with a clean, steam-heated comfort station—half a block from the store—than on crowded Front St., on which the store faces. To better serve that traffic—through the back—and get more of it, Mr. Wollenburg drew plans for an easy, step-up, back door concrete approach, which would make access easier.



Construction of an easier approach to the rear entrance aided in increasing back door traffic to 50 per cent.

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## Enters the Rear Door

The concrete rear door approach has eight, semi-circular steps and a pipe railing on both sides which makes it very easy for even aged farm folks to climb the steps to the rear door. Posts placed 10 ft. from the lowest level step prevent anyone from parking automobiles close to the steps and blocking the approach.

### Sign Identifies Store

A large sign over the back door, reading "Zweck-Wollenburg Co." identifies the store, and can easily be seen from the municipal parking lot.

The comfort station on the parking lot is of stone and masonry and is kept clean and heated at all times. Since this parking lot was established about

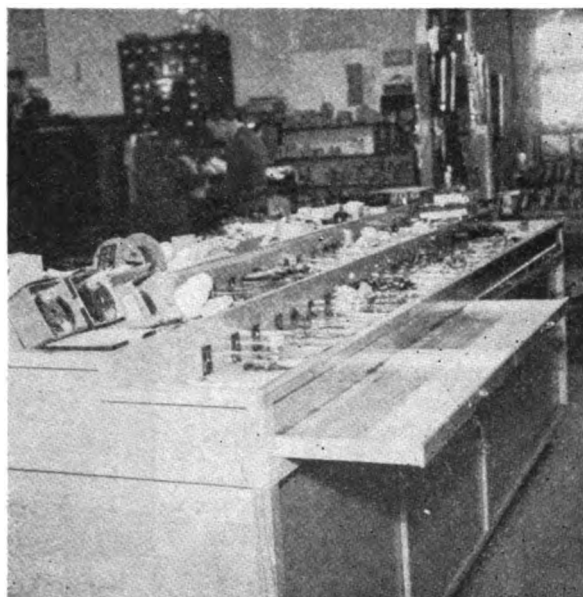
10 years ago, Beaver Dam has secured more farm trade because

farmers find it so easy to park in a big, free lot, so close to the

□ □

The interior of the store looking toward the rear entrance. The firm is now remodeling the rear of the establishment so that more and better lighted displays will be there.

□ □





heart of the downtown area. The steam-heated comfort station is also an important factor in securing cold weather trade.

An alley from the parking lot opens on Front St. right alongside the west wall of the Zweck-Wollenburg store, and Mr. Wollenburg has an appropriately painted large sign from roof to ground level which reads, "Hardware . . . Parking Area and Comfort Station."

As a result of these measures

to make it easy for both city and farm trade to enter the back door, Mr. Wollenburg says that close to 50 per cent of the store's customers now enter the back door.

With this change in the flow of traffic, the Zweck-Wollenburg firm is now engaged in a remodeling display which will place more and better lighted displays near the back door entrance.

"Proper parking for both city and farm trade is decidedly important in small towns and cities

today," says Mr. Wollenburg, "and adverse parking conditions can have marked effects on a store's volume of business. It does not take many automobiles to fill up the parking spaces on a main street, because so many people have them today. Obviously, in many areas there is no more main street parking. In some towns and cities, such as Beaver Dam, part of the solution is in a municipal parking lot close to some of the good stores."

## Merchant Is Not Liable for Unauthorized Orders

**H**ERE is a rather messy situation which might arise in the experience of any business man selling or buying merchandise in quantity. However, there seems to be a way out, although—as in many cases in which only one side is heard—there may be more to it than I am told.

"I am in a dilemma here in which I confess I do not know what to do. I have a chief clerk with me who is really a sort of assistant manager. He is a very good man and never overstepped the work except this time. He never bought anything before because I am practically always here when buying is done. This time, however, I was compelled to be away two weeks due to the illness of a relative.

"While I was absent, my place was visited by a salesman for a firm which I have bought from only occasionally, and my chief man never. This salesman 'put the screws' on this man and persuaded him that a certain article was due to advance in less than a week, and he, the clerk, had better place a sizable order, out of which I could make a large profit, which would please me. He signed a big order and the goods came after I got back. But the price was higher rather than lower, and if I had taken it I am in for a heavy loss.

"The question is, do I have to take it? I at once wrote the house, saying I did not order the stuff and could not take it but got no answer. My clerk is very much upset and offers to pay part of the loss. Please advise me."

If this is the whole story and there are no extenuations, the correspondent, in my judgment, is not responsible for this merchandise. If sued by the wholesaler, he will, how-

By ELTON J. BUCKLEY

□ □ □

ever, have to prove the following point:

1. That he did not give the order nor authorize anyone else to give it.
2. That the clerk had no permission to give it and did it without his knowledge.
3. That the clerk had never bought anything from this house or any house unless you knew and signed the order; in other words,

there had never been any course of conduct between this house and yours—which would convince any seller that the clerk had authority to buy for you.

4. That as soon as you knew about it you notified the seller and repudiated the purchase.

Meanwhile I would write the house in question that you were holding the goods subject to its order.

If all the above are proven, I would confidently expect a verdict for the correspondent.

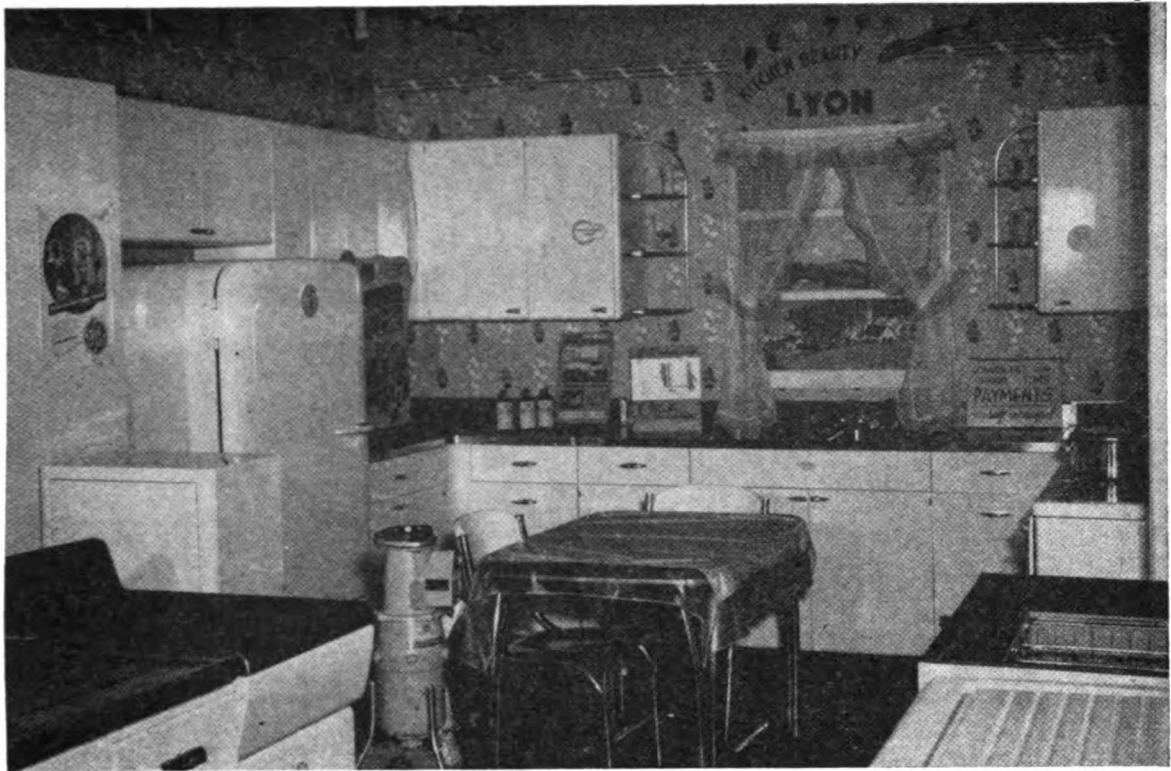
## Active Service Department Brings in Business

**E**XPERT repair of appliances, including outboard motors, washing machines and other items, helps to build a fine list of satisfied customers, many of whom are good prospects on new appliances. This has been the experience of The Powell Hardware Co., St. Cloud,

Minn., which is proud of its repair facilities and tells customers about it. In fact, the store management likes to have prospects take a look at the service men at work in the department, for they have found that this inspires confidence in the minds of customers.



Here is the interior of Powell's repair shop. It's always busy.



**This kitchen sells the modern "work center" idea in a space of about 10 by 12 ft. Every item can be operated for demonstration purposes.**

## ***The Ladies Like Kitchens With the "New Look"***

***And that's why the Coast Hardware Co. of Long Branch, N. J., sells approximately 18 annually at prices which average \$1000 an installation***

**W**HETHER they want gas or electric refrigeration and cooking equipment, the "new look" idea for their kitchens appeals to the ladies, Coast Hardware Co., Long Branch, N. J., has discovered. Add to that the labor saving factor of the modernly planned kitchen, with properly located "work centers," and you have much of the story as to why that store sold about 18 complete kitchens last year priced from \$500 to \$2000. Exclusive of lighting fixtures and floor covering, the unit illustrated on this page

sells for about \$1500 and includes gas refrigerator and electric range. At other times, there is an electric refrigerator and gas range in the kitchen setup—or all electric or all gas units.

### **Greatest Sales Appeal**

The greatest sales appeal in the model kitchen, according to Arthur Harmon, president, is that the kitchen shown in the store is usu-

ally so far superior in appearance and layout to the one in the home of the prospect that she becomes immediately interested. Time payment plans—20 per cent down and 24 months to pay—financed by a local financial institution, are offered although there is some flexibility to meet needs and general character of the applicant.

Most kitchen installation sales are consummated right in the

*(Continued on page 75)*



This store was completely rebuilt inside and out. Behind the black doorway at right is one of the two side stockrooms which were added to house the reserve stock. Note the sign calling attention to store parking lot.



## Reserve Stock Near at

"**N**O hardware store should have a basement," is the bald statement of Lester W. Maurer, owner and manager of H. M. Wyatt Co., Inc., newly-modernized hardware store at 3819 W. 25th St., Cleveland, Ohio.

"Running down to the cellar or upstairs to a stockroom takes too much out of a salesman, and besides it wastes too much of his time. While he is downstairs or upstairs hunting for something to fill an order other customers are apt to get impatient and walk out of the store," says Mr. Maurer.

### The Problem

Since Mr. Maurer operates his flourishing neighborhood store with the assistance of only one energetic salesman, he was faced

with the problem of what he could do so that the store would not be left unattended at any time.

### The Solution

A highly satisfactory solution to this problem was found in building two narrow stockrooms behind the two sidewalls, which are entered by small archways near the rear of the store.

The Wyatt store still uses its basement but now only for bulkier items and for the storage of over-stock.

In order to make one of these side stock rooms, Mr. Maurer had to "steal" a 40-in. strip from an adjoining store, which fortunately he owned. The reduction in rental on the other store is more than offset by the value of the additional space for the hardware

store. It was necessary to move the partition separating the two establishments and to build shallow shelves on both sides of the stockrooms.

While this arrangement does not afford much room for movement, it does allow space for a surprising amount of stock, mostly of a small nature, such as bolts, nuts, screws, builders' hardware, electrical sundries, shelf hardware and painters' supplies.

### Merchandise Sampled

Much of this merchandise, especially shelf hardware, is sampled on the cabinet doors in the store itself. Perhaps 10 pieces of one item will be found on a shelf in a cabinet and 90 more will be in the reserve stock in a bin in the stockroom. Since the reserve

stock on the item is kept in the same relative position it is possible for even a new salesman to locate it in a few seconds.

### **Squaring the Store**

On the other side of the store a similar narrow stockroom was made by building a new false wall, perpendicular to the store front. This "squared" the store, which previously had been wider at the rear than at the front.

Much of the reserve stocks of paint, sporting goods, and housewares are kept in this second side stockroom.

Old Heller wall cabinets, which had been in use for many years, were covered with plywood panels which have been "sampled."

Mr. Maurer had planned to re-

build his store before the start of the war and had architect's drawings for a two-story building which would have taken in an adjoining store. Because of the war, he had to postpone his plans until V-J Day but then he found that building costs and shortage of materials necessitated some drastic changes—so drastic in fact that he had to tear up the architect's plans and start from scratch. When he first planned the renovation, building costs were figured at \$3 per sq. ft., but

by the time he had his new store completed the cost had risen to \$12 per sq. ft.

### **Started After V-J Day**

The renovations began shortly after V-J Day and took nearly a year to complete because of the prevailing shortages. Mr. Maurer thinks he was very fortunate in getting a "genius" as a contractor. The contractor seemed to understand exactly what he desired and worked from only pencil sketches.

*Narrow storerooms were installed behind the side walls of the H. M. Wyatt Co., Inc., modernized store. Arrangement has saved steps, store is never left unattended and pilfering has become negligible*

## **Hand in Two-Man Store**



Daylight coming through these large windows brightens the store and has aided materially in discouraging the activity of pilferers.



Mr. Maurer says he would advise other dealers against working that way unless they too can find contractors who are geniuses and in whom they have implicit confidence.

Business continued all the while the improvements were made. This required a great deal of patience and extra work for everyone concerned. In order to build the false wall down one side of the store, every piece of merchandise had to be moved from that side of the store to the other.

Since it was impossible to buy store fixtures at the time, all the island and wall fixtures were built right in the store by the contractor's carpenters. Glaziers installed glass in the cases which required it.

### Island Displays

To make the best use of the floor space, the island displays were scaled down to 5 by 8 ft. Three island stands and one island showcase were built. These cases are interchangeable and can be moved wherever desired.

A full visual front is one of the features of the modernized store,

which is 30 ft. wide by 50 ft. deep, with a 10 ft. office at the rear. This new front together with the readily accessible stockrooms on either side of the store have resulted in the reduction of pilferage to the point where it is negligible, according to Mr. Maurer.

"Since there are only two of us in the store at one time, and often only one of us, it is imperative that someone should be on hand every minute. This is possible, now that the store has been changed," says Mr. Maurer.

"We know that in the old store some people would wait until they had seen one of us go to lunch and then would enter the store and request something like stovepipe which would be kept in the basement. That would give anyone the opportunity to help himself to anything he saw. The shoplifters did not stop with small items, either. We had a large food mixer disappear from a center display table.

"The store is now brightly lighted by daylight as well as artificially. It's now possible for my assistant and me to see what everyone in the store is doing and we can watch anyone's movements

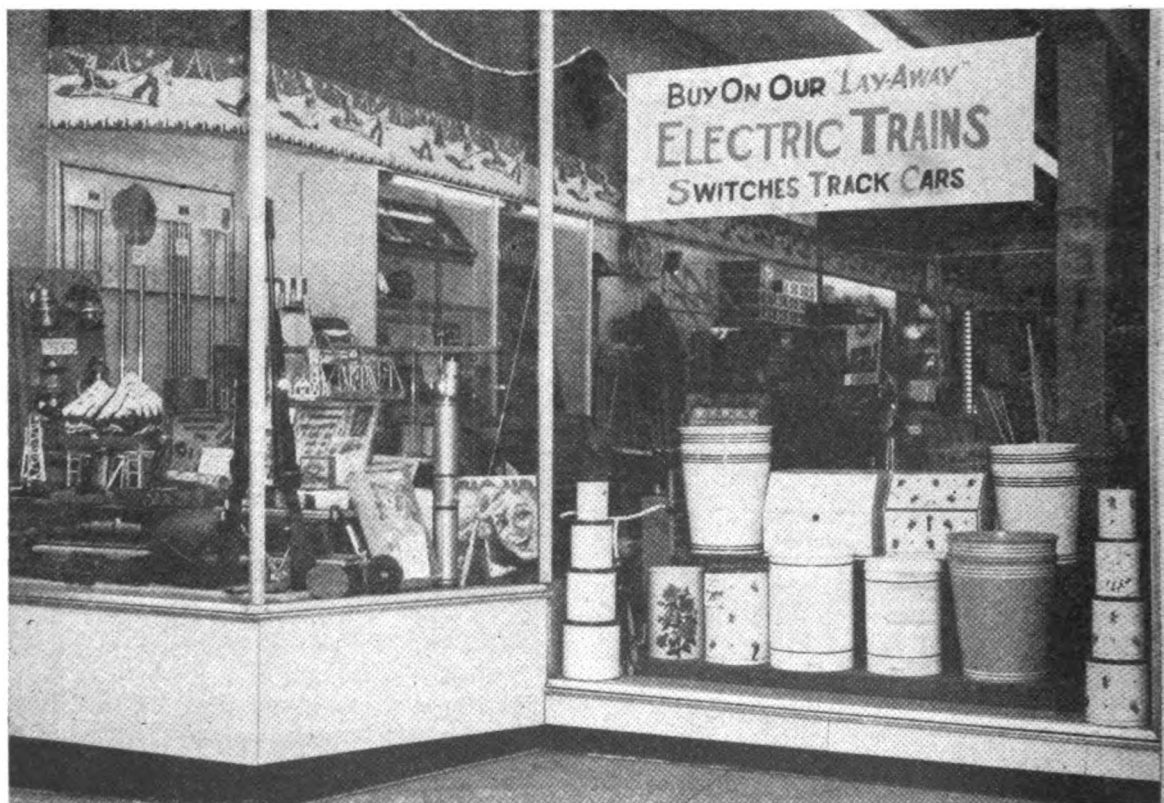
after they leave the store. Before we had the visual front it was possible for a shoplifter to pick up anything in the front of the store and step out the front door with it. Shoplifters know that they are now apt to be detected from the street as well as by someone in the store."

This Cleveland dealer thinks it is good for manufacturers and wholesalers to advocate the open display of all merchandise, but he doesn't think that always works out to the best advantage of dealers.

### Preventing Pilferage

To prevent pilferage and spoilage of merchandise by needless handling by children and merely curious adults, Mr. Maurer now keeps under glass such things as fishing reels and other sports items, knives and electric razors. Most of such valuable merchandise is now shown behind glass in the most prominent spot in the store.

Mr. Maurer believes that many merchants may not think much about the matter of pilferage, but he points out that when money be-



The visual front permits the showing of more and larger items, such as the display of the painted accessories for the kitchen.





**Back of the false wall shown at the left is one of the stockrooms, lined on both sides with shelves for overstocks of paint, sports goods and housewares.**

comes scarcer than it is at present it may become a matter of more concern to many of them.

The Wyatt store is at least 50 years old and there were two previous owners before it was acquired by Mr. Maurer. It has always been at the same location, and before an adjoining store was added to it during the alterations it was narrow, crowded and dark.

The store is situated on 25th St. and is passed by trolleys as well as by heavy motor traffic, and is located just off Denison St., one of the biggest crosstown streets of Cleveland. This heavy traffic posed the problem of how to make more of these motorists into shoppers.

This Mr. Maurer has done by demolishing a large double house and opening the plot on which it stood to make a parking lot for about 100 cars. This cost him the rental from two homes and it also cost him several hundred dollars to fill and grade the lot. However, he worked out an arrangement with other merchants in his block who pay him a yearly fee since they too share in the benefits from the free parking facilities afforded by the lot. Mr. Maurer feels the parking lot is now abso-

lutely essential to his business, which is located in a community of small homes.

A feeling of warmth has been given the establishment by the use of a light varnish on the scored plywood paneling which is used between the tops of the wall cases and the Celotex ceiling. There is a recess in the overhead on each side of the store in which are displayed large items which are illuminated from below by concealed lights. The overhead about

the wall cases is kept clear of any other merchandise.

One obstacle which could not be eliminated in any way was a large chimney near the rear.

The key-making bench was placed on the forward side of this column and the cash register and wrapping table on the rear side. A flashing neon tube, in the shape of a key, catches the eye of anyone passing or entering the store and attracts attention to the key-making service.

## **The Ladies Like Kitchens With the "New Look"**

*(Continued from page 71)*

store. There is no "cold canvassing" at present, although store-developed leads are followed up. When the complete installation price is a barrier to a sale the salesman will show the prospect how to reduce the cost of modernization by means of a step-by-step project or substitution of lower priced units for part of the plan. When a customer wants to make a purchase the salesman endeavors to obtain a down payment right on the spot, then takes the customer into a private office—that

of Jerome W. Harrison, vice-president of the firm to discuss terms. Questions of a confidential nature are asked and the customer is given definite word as to the final and complete price—whether on a cash or deferred payment plan.

Salesmen are on a straight salary, plus drawing against commission and receive a bonus at the end of the year which is based on that department's profits. Two inside salesmen assist Mr. Harmon in this department.



# Commercial Floor Sander



Lloyd Nafziger shows the commercial floor sander to an interested customer. In the inset at the right, he points to the window sign describing the electric floor polisher.



Customers attracted by the floor finishing machines frequently buy other merchandise and the merchandise is there for them to purchase.

**A** COMMERCIAL size floor sander paid for itself in a short time and now provides regular profits for the Heights Hardware & Variety Store, 5815 Kavanaugh Blvd., Little Rock, Ark.

## Rental Charges

The owner, Lloyd Nafziger, purchased a large size commercial sander and an edger to attract floor traffic to the store, which he acquired and enlarged in March, 1947. The sander rents for 75 cents an hour or \$5 for the day. The edger's rental amounts to 50 cents an hour or \$3.50 per day. In addition to the regular fees, the average customer renting the equipment buys about \$2 worth of sandpaper, varnish, shellac and floor wax. The edger is nearly always rented to finish the corners and along the edges.

The Heights Hardware & Variety Store is located in a neighborhood shopping center several miles from the main business district of Little Rock, yet the commercial size floor sander is proving an aid in attracting citywide volume. No delivery is offered on the sander, which makes it necessary for the customer to drive out and pick it up. A floor polisher, renting at 50 cents per day, also attracts extra volume, and proves profitable for itself.

## Rented by Carpenters

Both sander and polisher are frequently rented by carpenters and builders, although most of the volume comes from people who are improving their homes and doing the work themselves. Signs on the windows, telephone and newspaper

# Rentals Help Build Sales

*The Heights Hardware & Variety Store also rents an edger, and the two have aided in developing business both in allied lines and other items*

advertising, letters, and store display all help to promote the big unit which is of the type customarily used by professional floor finishers.

## Must Get It Himself

When the customer comes to the store to pick up the sander, he must go to the back to get it, and is thus exposed to many attractive displays of hardware items. If the customer must be shown how to use the sander, it is rolled to the paint department for a demonstration. Paints are one of the important volume items in this store, and two well-known lines are carried in a complete range of colors. Other profitable items needed for interior decorating, such as floor bleaches, steel wool, floor cleaners, waxes, fillers, and polishes, are displayed with the paints.

The customer who is doing his own work is urged to buy everything needed for a good job. Many of the customers who refinish their own floors with the sander rent the polisher regularly, and thus become the users of wax and floor cleaners.

The store also features throw rugs, which are shown at the front. Grass seed and lawn fertilizers also are featured near the entrance. These two items frequently are wanted by the home-conscious customer who rents the sander to do his own floor refinishing.

Toys are also proving a profitable year-round line for the firm. With a toy inventory of only \$1,500, the store does several thousand dollars a year in toy volume.



This section of the toy department shows a small portion of the \$1500 stock which is turned several times a year.

featuring novelties, dolls, and a variety of small items that are bought for birthday gifts every month in the year. Larger wheel goods, such as bicycles and tricycles, move well at Christmas and during vacation time, but the small toys sell every day, and many of them bought by those who rent the sander and polisher.

The Heights Hardware & Variety Store is kept brilliantly lighted at night, the open back windows giving a view of the entire interior. One of the most attractive displays, day or night, are the aluminum housewares, which are shown on tiered floor islands. Women who see the large variety of choice pressure saucepans, fryers, canning supplies and coffee makers frequently buy one or more before leaving.

"I think I'm safe in saying," says Mr. Nafziger, "that the renting of the floor sanding machine actually adds several thousand dollars a year to volume, because the people it attracts to the store buy so much from the displays they see.

## Serves the Home

"This store is stocked to serve the home. The large commercial sander is a logical service for us to offer—a service that customers within a radius of several miles come to the store to obtain. Every customer must make two calls, one to pick up the sander, and one to bring it back. If we do not sell him other items during one of these calls we figure that we have fallen down on our sales efforts."



A salesman explains the advantages of a paint as he hands a container to one of his women customers.



## ***Information's the Thing in Selling Paint to Women***

*The Fisher-Crawford Hardware Co. finds that it pays to aid feminine paint customers by helping them in making the proper selection*

**"W**OMEN are becoming increasingly interested in paints and painting," says J. E. Fisher, partner in Fisher-Crawford Hardware Co. in Okolona, Miss., a town of 3,500. "Nowadays they do more painting than their husbands." As in so many other establishments, sales to women represent a considerable portion of the store's volume and many of them are directly traceable to paint department sales. Paint sales have been the wedge at Fisher-Crawford for building

housewares and appliance sales, in particular.

According to one of the store's salesmen, women make better paint customers than men and are much easier to please. "However," he adds, "when a woman comes in with a certain shade of paint in mind, there's no use trying to show her a substitute. She won't have it."

### **Seldom Change**

Most women, he says, make up their minds promptly and seldom

change their opinions. They are reasonable, usually good shoppers and know what varieties of paint are best for specific purposes. "When they don't," he says, "I ask them first of all what they are painting and what sort of color scheme they have in mind—whether a cool, dark, or bright one . . . I show them the color charts and try to offer as helpful suggestions as are possible in regard to what color would be best."

Women will naturally resent any indication on the part of the salesman that he is becoming tired or feels that they are ignorant of the subject, he says. This salesman also tries to display and develop an active interest in each woman's paint problem and sug-

*(Continued on page 80)*

# The Ad-Viser

## Radio Advertising for the Hardware Dealer

*Type of station, time, type of broadcast, amount to spend, writing copy and co-ordination of radio with merchandise are problems for the dealer. This article clarifies them*

### Part 13

By IRVING SETTEL

Advertising Manager,

Concord's, Inc.

Instructor of Advertising  
Pace Institute, New York City

□ □ □

**T**HE use and popularity of radio advertising has steadily increased among retail hardware stores during the past few years. Along with other promotional media, it has proved its worth in stimulating sales of merchandise. In some respects, it is far superior to the most successful (including newspaper and direct mail). These instances can probably be traced to radio's unique personal contact with all classes of potential customers. Important, too, is the fact that the public generally considers all broadcasting "newsy" in one form or another. Latest styles, special sales and offers are almost always considered welcome news to listeners. In addition, the excellent good will value of radio advertising has become invaluable to the hardware merchant.

### Hearing vs. Reading

As far as direct selling is concerned, it is certainly simpler to listen to a sales talk than to read one. Reading takes effort and understanding. The persuasive and pleasant voice of a trained announcer is easily more convincing to thousands of attentive ears. Its effectiveness is almost incalculable.

A retailer deciding to use radio as an advertising medium is confronted with many problems. Solving these problems intelligently can mean the difference between success and failure. Let us try to answer some of the basic questions he may ask:

*Which station should I use if there are more than one in town?*

If there is but one station in town, selection, of course, is predetermined. However, many communities support two or three at the same time. In this case, there are several factors which will influence your choice. Among the most important include:

1. *Which station covers the territory you desire to reach?* Ask each station for a field intensity map, which is supplied free to all advertisers and which shows the areas reached. Sometimes, a station in a neighboring town covers desired territories better than local broadcasts.

2. *Which station reaches your own type of audience?* Very often, individual stations are more popular with certain groups than others. For example, some may cater to the working class while others may appeal to the higher financial groups. Here, too, the station will supply the necessary information which will serve as a guide in choice.

*Which times of the day are most desirable?* Sometimes, there will not be much of a choice of time with a station. As a matter of fact, availability of desirable time may be the determining factor in picking a station. However, assuming

that a choice is offered, it is well to remember that the hour is of great importance and should be considered carefully. Try to co-ordinate time with the shopping habits of your town. The following table of hour popularity may be used as a general guide.

From 6 a.m. to 8 p.m.—Men (before work).

From 8 a.m. to 6 p.m.—Housewives.

From 4.30 p.m. to 6 p.m.—Children.

From 6 p.m. to 11:30 p.m.—Men and women.

Sundays, mornings and evenings—Men, women and children.

In about 85 per cent of the homes in America, there is always someone at home who can listen to the radio.

### Competing Shows

Another important factor which will determine the choice of time for a program will be adjacent and competing shows. Before signing a contract for time, carefully study a station's programs. Try to obtain times between popular shows in order to capture the audience which has been listening or has just tuned in to listen to a show. In addition to building your own audience, you will get the benefit of additional listeners. Another consideration should be simultaneous programs on competing stations. There may be stiff competition for listeners during that particular time.

*Which shall I use, a sponsored show or a short commercial spot?*



This problem will invariably present itself. You are interested in attracting a large audience and selling your wares. Radio stations offer between five and 60 minutes for shows of entertainment. In addition, they offer and sell time for one minute or less for commercial announcements between non-competing product shows. The spots, being shorter are less expensive and therefore can be used frequently. Retailers have used as few as 10 and as many as 100 spots per week. On the other hand, the show can build a substantial and loyal audience who will listen to your sales talk attentively. Which is better? It is difficult to tell because it depends upon the individual hardware merchant and his town. Frequent spots (about 120 to 150 words for one minute) interspersed throughout the day may do the job in some towns better than others. Most of the successful dealers use a carefully weighed combination utilizing both spot announcements and sponsored shows.

*How much money should be spent on radio advertising?* Radio budgets, not unlike other media, are usually confined to a specified percentage of sales. This, too, however, varies greatly in the field. Some hardware people devote their entire advertising expenditure to radio while others limit the amount to less than 1 per cent. A series of test runs will generally give you your answer.

### Radio Copy

*Who will write my radio copy and how personalized will it be?* It must always be remembered that radio copy is written to be heard, not read. When you purchase radio time, copy writing specialists are generally supplied free of charge. These people write your commercials to suit your problems. Therefore, it is wise to follow your programs closely, to send your station frequent changes corresponding with current merchandising themes and promotional necessities. Close contact by the retailer is essential because it is he who knows the pulse of the business. Try to obtain an announcer with a pleasing voice and a salesman's

personality, one who knows your store and policies. This is essential to a convincing sales talk. More than one voice will add interest to your commercials and color to the broadcast.

*How can I co-ordinate my radio advertising with store merchandise?* 1. The merchandise offered on your program must be properly displayed and readily obtainable in your store. Your salespeople should know the content of your show and commercials and should make reference to them in sales talks.

2. Always keep a check of the items offered on the radio and the extent of its sales. Accurate records will assist you in planning next year's budget. Use your own sales records.

3. Change your copy themes with changing business conditions. Emphasis should be placed on creating immediate sales. Special buys, offers and other promotional ideas can be used.

4. Always listen to your own program and commercials. Ask your friends and neighbors for opinions. Constantly check for errors and effectiveness. Make the show flexible to changing business conditions.

Radio can do a tremendous selling job if handled properly. It is up to the individual dealer to exploit this amazing medium to the fullest extent.

In the next issue, we'll offer some novel ideas which can be made into successful radio shows and commercials.

## Information's the Thing in Selling Paint to Women

(Continued from page 78)

gest paints that will really do a good job.

When a woman buys a can of paint the salesman always calls attention to the directions on the label and advises reading them carefully. If there is any point in the instructions that seems confusing, it is fully explained.

Feminine customers buy most of their paint in pint and quart containers but Fisher-Crawford also sells a number of one and two-gallon orders and occasionally contacts a woman who is supervising the painting of her entire house herself.

Display is a great aid in promoting paint sales to women. Fisher-Crawford has its paint out where it can be seen and handled by customers so that they may note the various shades themselves. They have found that women dislike asking questions about merchandise.

In connection with their paint sales to feminine customers, Mr. Fisher and A. B. Crawford enjoy a very profitable china and glassware volume. A section of the store's front has been partitioned off into a large, impressive china department which overflows with a wide assortment of chinaware, glassware and stemware in various price ranges. Every woman who

comes in for some paint has her attention directed to this department and a sale of some sort is frequently made there. Paint customers are also queried as to their houseware, electrical appliance and kitchenware needs. In this manner, the firm is able to sell several thousands of dollars' worth of hot plates, toasters, electric irons, kitchen utensils, aluminumware, cutlery and similar merchandise every year.

Paint sales are made the year 'round, states Mr. Fisher, but they increase greatly during the spring. He has not found the sales to be confined to any one age group of women and sells paint to unmarried and married women.

Many paint sales lead naturally to purchases of allied items, such as floor wax, furniture polish, polish cloths, floor polish, mops and waxers. Fisher-Crawford stresses preservation of newly painted floors and furniture—and profits considerably as a result of doing it.

Building friendship and profits through helping the ladies who want to do a bit of painting can be an easy matter, says Mr. Fisher, if an honest effort is made to fill their needs and the store is made as inviting and attractive as possible.



BRIDGEPORT,

# Remington Dealer Letter



CONN.



## "INFORMED" SALESMANSHIP FEATURED IN NEW REMINGTON MOTION PICTURE

Here's the 4th in a series of merchandising motion pictures produced by Remington-Peters in cooperation with the National Retail Hardware Association. "Man to Man" features 25 minutes of down-to-earth facts which will help to sell *more people more goods*.

### RIVERS PETERSON SHOWS POWER OF REAL PRODUCT INFORMATION

"Success in selling often depends on how well you know the product yourself," says Mr. Peterson, managing-director of the N. R. H. A. And "Man to Man" explains how product knowledge increases sales. It's a "refresher" in selling that is sure to interest all those in the hardware field.

### ELMER WHEELER GIVES 5 POINTS FOR FASTER, MORE FOOLPROOF SALES

America's Number One salesman presents his hard-hitting facts in a straight-forward, yet entertaining way. These facts may be well-known by experienced salesmen, but experienced or novice, everyone can profit by them.

If you're on the lookout for better customer relations, smoother, more telling salesmanship, don't miss seeing "Man to Man." It will be shown at practically all state hardware conventions in 1948.

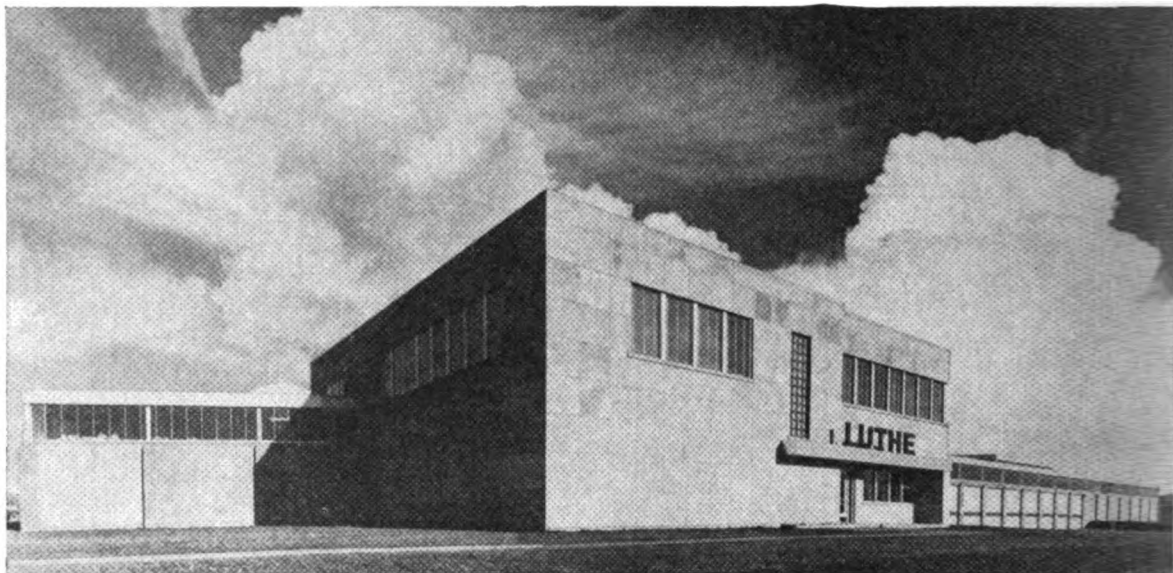
## Scenes from Entertaining, Information-Packed "Man to Man"



*This new 16 mm. sound picture is available upon request. Ideal for showing to retail staff members, dealer groups, jobber sales meetings. Consult our representative, or write the Remington Arms Company, Inc., Promotion Division, Bridgeport 2, Conn.*

JANUARY 29, 1948





Luthe's new office building and warehouse at 1450 E. Anrora Ave., Des Moines, Iowa, where 100,000 sq. ft. of space on one floor will help the company to step up service to its dealers.

## 100,000 Square Feet of

**I**OWA'S hardware industry, as represented by over 1,300 successful independent hardware dealers, and the Luthe Hardware Co., Des Moines, the state's largest

hardware and appliances wholesaler, have grown up together. Now the Luthe organization has taken another step forward, a step which will work to the mutual advantage of the company and its

dealers. It's the new plant, the culmination of over 50 years of sustained hardware merchandising and service.

The new building housing both office and warehouse was blue-printed to fill the obvious need for stepped-up service. Erected out on the edge of Des Moines, Luthe's new warehouse service offers among its many efficiency features 100,000 sq. ft. of storage space on one floor and facilities for unloading seven freight rail cars at a time and docks for loading or unloading 10 trucks at a time in any weather since they are all under cover. All of this means dealers' orders can be assembled in one quick trip around the company's warehouse floors—no elevators and no confusion to hinder outgoing shipments.

As a further aid to dealer volume increase and to enhance his position as an independent merchandiser in the retail picture, the Luthe Hardware Co. under



The vastness of the one-floor warehouse room provides plenty of uncluttered storage space for farm equipment and other items as well as floor coverings, appliances and other bulky articles.



**Charles J. Luthe, president of the company is at the left center, Fred Luthe, secretary, and at right, Henry Luthe, treasurer. All are sons of C. J. Luthe, one of the original incorporators.**

## Dealer Service on One Floor

*Almost half a century of wholesaling experience has produced one of the most modern types of warehouse plants—The Luthe Hardware Co.'s—serving Iowa hardware dealers*

the direction of Charles J. Luthe, its president, is now developing a merchandising and promotional service to customers in cooperation with brand name manufacturers.

The Luthe Hardware Co. had its beginning back in the days when Indians still disputed the claims of white pioneers to the rich soil of Iowa. In those days proprietor Patrick of a retail hardware store in McGregor, Iowa, hired an able-bodied grade school graduate by the name of Henry Luthe to help unload such weighty items as barbed wire, nails and the like from Mississippi River flat boats and break them down into small lots for delivery to dealers.

A natural salesman, F. H. Luthe



**Luthe's extra large warehouse loading room permits incoming freight to be unloaded and outgoing dealer orders to be assembled without confusion—10 big trucks can lead or unload under a single cover.**





Dealers' orders are assembled in one quick trip around the huge warehouse floor—no elevators—no confusion. Small "tractors" hustle cartons and cases to their proper bins as soon as they have been checked in.

went out after more business on his bicycle and when brother C. J. Luthe demonstrated both muscular and sales ability, he too was hired. Soon after the brothers became partners in the firm of Patrick and Luthe Hardware Co.

As Iowa developed and Des Moines seemed to offer centralized possibilities for service, the three firm members loaded their all into box-cars, piled in themselves, and went to the big city. That was in 1890.

The first store was a block off the river. In 1900 after Mr. Patrick's retirement, the firm was incorporated as the Luthe Hardware Co., and became a completely wholesale operation. At that time, a new building was erected up the street and was a three-story structure that looked pretty big to the Luthe boys. Yet, in the late 1900's another story had to be added in an attempt to keep up with an ever-growing dealer demand for the hardware

distributed by the company. Later, the firm acquired another building for warehouse purposes.

Both F. H. and C. J. Luthe retired from active participation in the business and for a number of years the management of the firm was in the hands of capable employees. In 1939, the firm moved again, this time into one of the first modern wholesale warehouse quarters of that time in that part of the country.

Early in 1942, when active management of the firm was assumed by Charles, Henry and Frederick Luthe, all sons of C. J. Luthe, an original incorporator, constantly increasing needs for volume purchases, enlarged warehouse space and speedier service to its dealers, determined the construction for a super-service wholesale building, stocked and handled with a maximum of speed and a minimum of overhead. Those features are embodied in the new plant on the outskirts of Des Moines at 1450 E. Aurora Ave.

## Chemical War on Insects To Continue in 1948

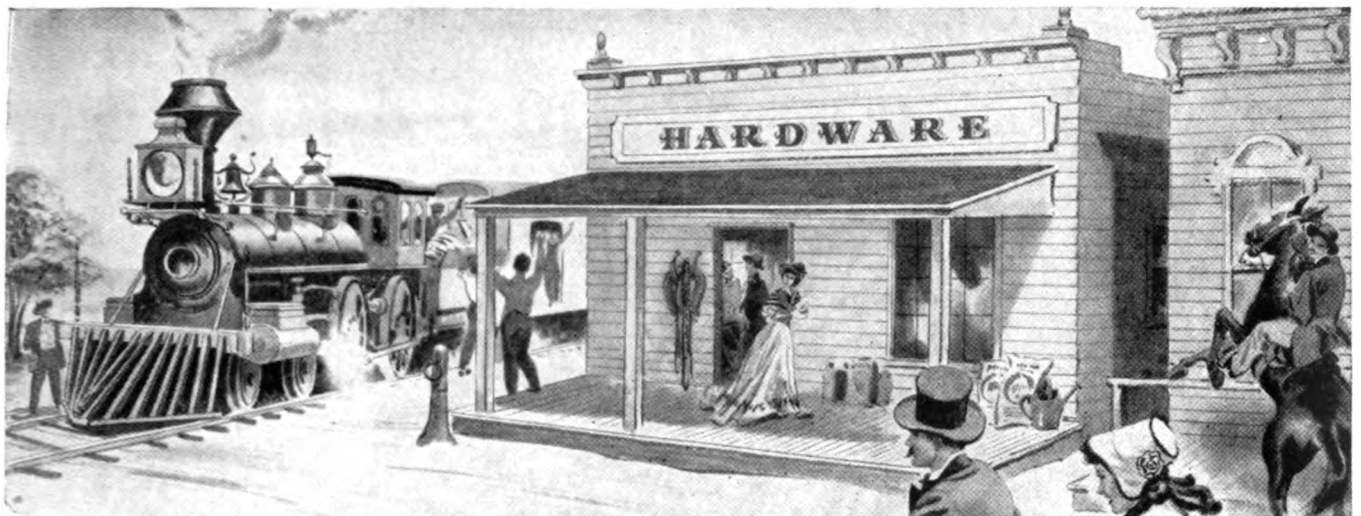
THE outlook for "the 1948 chemical war on insects and weeds indicates an activity far surpassing the unprecedented progress made in 1947 by spraying and dusting equipment," according to Frank J. Zink, agricultural engineer for the National Sprayer and Duster Assn., Board of Trade Bldg., Chicago, Ill. "New chemicals such as DDT and 2, 4-D along with new equipment and a much greater usage of present equipment point the way toward more positive control of man's universal enemies," he said.

### Facilities Adequate

In a recent statement released to government officials and chemical manufacturers, the sprayer and duster manufacturers have outlined their position in reference to 1948 supplies of spraying and dusting equipment. The equipment manufacturers have surveyed their ability to fulfill increased equipment needs for this expanded activity in greater control of insects and weeds. They report the facilities of the industry are adequate to produce sufficient equipment supplies for the nation's food production, conservation and health maintenance program.



Dealers' invoices are handled promptly and efficiently in these modern, spacious and excellently illuminated offices.



## SINCE 1869

### Security in every link

In 1869 the driving of a golden spike united the Union Pacific and Central Pacific Railroads . . . joined our eastern and western coasts.

In the same year Thomas Edison patented an automatic electrical voting machine. The Indian Wars officially ended. Popular songs were "Shoo Fly, Don't Bother Me," "The Little Brown Jug," and "Up in a Balloon."

And—in 1869 David Round founded the chain-making organization which today operates factories in six U. S. cities . . . whose products are sold by hardware dealers throughout the world.

David Round learned his trade as an apprentice at his father's hand forged chain plant in Staffordshire, England. A master craftsman, he demanded the utmost in fine workmanship . . . refused to compromise with quality. His insistence upon perfection, continued through three subsequent generations of the Round family, forms the basis for today's high quality standards of Cleveland Chain. It is one of the reasons why there is greater security and certain customer satisfaction in every Cleveland link.

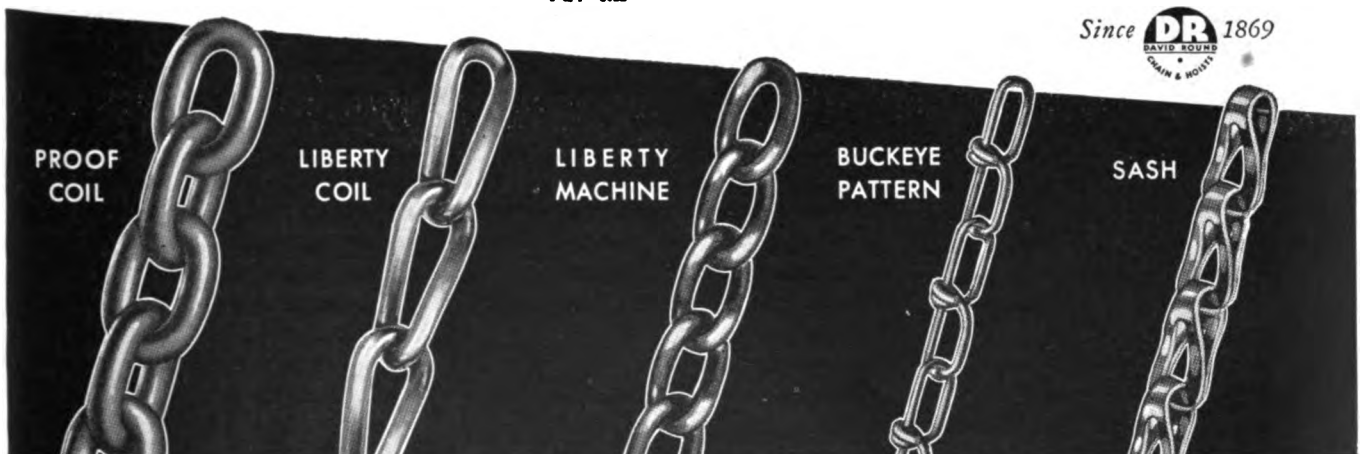
P & P - 8022

## CLEVELAND CHAIN

**THE CLEVELAND CHAIN & MFG. CO.**  
Cleveland 5, Ohio

Associate Companies: David Round & Sons, Cleveland 5, Ohio • The Bridgeport Chain & Mfg. Co., Bridgeport 1, Conn. • Seattle Chain & Mfg. Co., Seattle 8, Wash. • Round California Chain Co., So. San Francisco and Los Angeles 54, California Woodhouse Chain Works, Trenton 7, New Jersey

Since **DR** 1869  
DAVID ROUND  
CHAIN & MFG. CO.





# Righter Does \$3000 Annually In One Line of Floor Wax

*Prominent store display and frequent attention in show window help build a steady and repeat business in this line for firm in Boston, Mass.*



**Wax—a solid table of it—encourages self-service at Righter's.**

**F**LOOR wax — of one brand — accounts for approximately \$3,000 in sales for Righter's hardware store in Boston, Mass., which serves a trading area about equally divided between commercial and residential buildings. Constant store and window displays help the firm resell old customers and attract new customers for the line.

"We have never demonstrated this wax, but we did originally distribute the free samples provided us by the manufacturer," says C. A. Righter. "I honestly believe that this helped to get the ball rolling, for if a product is

really good, there's nothing like sampling to get a 'toe hold.' Probably the outstanding reason for our pushing this floor wax is because our customers ask for it over and over again once they have had a chance to try it. Housewives say it wears much longer than some other brands they have tried. When a housewife discovers something she likes, it is pretty hard for her to keep it to herself, and we have many women come in and ask for this wax because friends and neighbors told them about it."

"A woman," says Mr. Righter, "goes into her super-market at least ten times as often as she does

a hardware store. She can buy practically all the well known brands of wax in the super-markets, which means lost sales for us. The brand we display, however, is not sold through grocery outlets. The customer has to come to us for this wax which she seems to prefer. This certainly builds traffic. This is particularly true in the spring and fall housecleaning seasons when we can go to work and sell them related items including brooms, mops, cleaning cloths, etc."

Window attention is given the line with a showing of about a dozen cans from gallon containers to pints in size. These are supple-



# You Sell **1**



# You Sell **2**



## *"Identically Matched Colors"* HELP YOU MAKE DOUBLE SALES

It's the biggest news in paint. Three finishes in identically matched colors—flat-wall—semi-gloss—full-gloss.

Think what that means to your paint sales. You can now offer your customers perfect color matching without mixing.

For the first time, you can have a definite tie in sales plan. With BPS Identically Matched Colors, you have the opportunity of making *two* sales instead of *one*. You can offer Satin-lux or Glos-lux in the same color as Flatlux—make the second sale at the same time.

The matching 3—Satin-lux, Glos-lux and Flatlux mean more profit for BPS dealers. Exclusive sales territories are still available. Your neighborhood may be one of them. Mail the coupon today. Look at the selling features you have with a BPS franchise:

- ★ Three different finishes in identical colors
- ★ No messy mixing to match colors
- ★ Nothing to add—nothing to go wrong
- ★ Makes modern decorating easy
- ★ Wide range of colors
- ★ A finish for every kind of surface

*Don't sign for any line until you have complete details*

# FLATLUX SATIN•LUX GLOS•LUX

## 3 FINISHES IN IDENTICALLY MATCHED COLORS



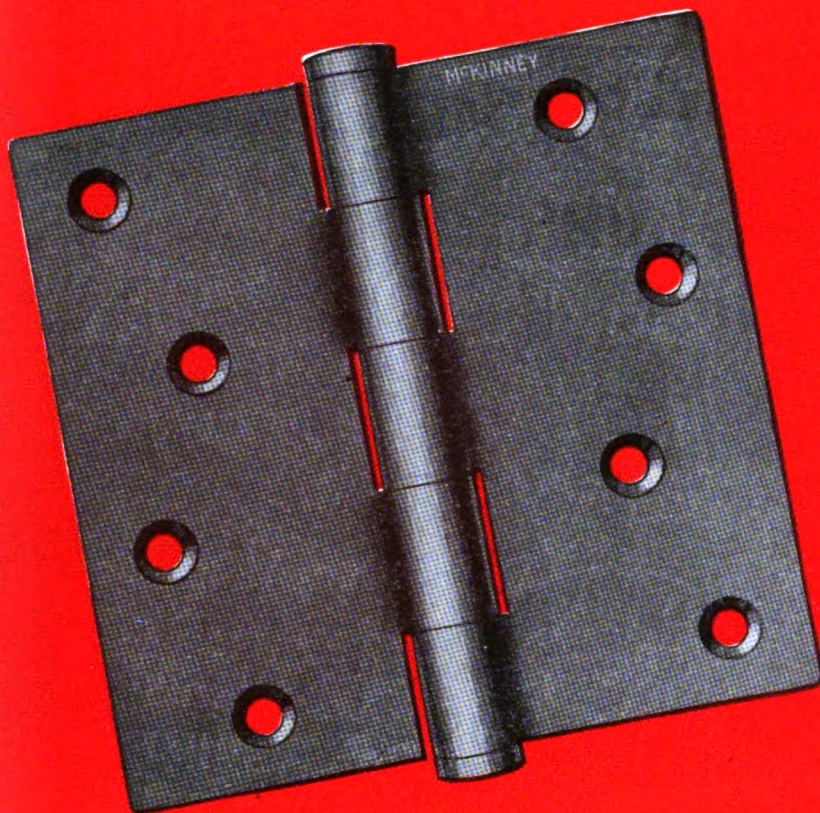
THE PATTERSON-SARGENT CO.  
1238 E. 38th Street  
Cleveland, Ohio

Tell me more! How can I get a BPS franchise to sell  
identically matched colors?

Name.....  
Address.....  
City..... State.....

Digitized by Google





# BUTT HINGES

*Quality  
Hardware  
Since 1865*

**McKINNEY**

MANUFACTURING COMPANY

PITTSBURGH 12, PENNSYLVANIA



mented with counter cards and window posters. A table display, which can be seen anywhere in the store and which is about 25 ft. wide and 100 ft. long, features the line the year 'round. Further promotion is given the line from time to time by means of envelope stuffers and business reply cards supplied by the manufacturer.

## Specific Things To Consider in Choosing A Store Location

**B**UYING habits vary in different communities. Necessities in one district may be luxuries in another, even though incomes may be approximately the same in both. New communities, for example, containing many beautiful residences, may be the poorest locations for stores because the potential customers are unable to buy freely and at the same time meet mortgage payments on their new homes.

The percentage of probable customers must be considered in the light of their buying power. A constant stream of people may all be hurrying to work, to a railroad or bus station, or to their place of business. These prospects are not regular buyers.

However, the majority of retail stores depend upon the regular customer. The location which attracts the greatest number of steady, dependable buyers is the most desirable for the average store.

Locations should depend upon the class of people the merchant desires to attract. Neighborhood stores handling staple articles should locate near a residential section.

Corner locations are usually from 30 to 70 per cent more valuable because they have more window display space, double traffic, two entrances, and better light inside the store. Vacant lots, churches, factories, warehouses, vacant storeroom, or anything that breaks the continuity of a business district detract greatly from that location for retail purposes. They are known as "dead spots."

Locations near other stores carrying similar merchandise are advan-

(Reprinted from "Store Location." This booklet is one of 17 making up the handbook, *Better Retailing*, published by The National Cash Register Co., Dayton, Ohio.)





These Threads are too shallow



These Threads are too deep



These Threads are just right



Circle ® Bolts and Nuts are noted for their uniform size and strength. They satisfy the most discriminating customers. Stock them for your trade.

**BUFFALO BOLT COMPANY**

North Tonawanda, N. Y.

SALES OFFICES IN PRINCIPAL CITIES

Export Sales Office: Buffalo International Corp.,  
50 Church Street, New York City

...they are CIRCLE



**BOLTS**





Farmers have confidence in Red Brand fence . . . confidence built through years of honest merchandising and steady advertising. They *look* for Red Brand . . . *ask* for it by name.

When you display and advertise Red Brand fence, you add confidence to your store. Yes, Red Brand fence actually attracts more good customers . . . prosperous farmers who are top prospects for your other products as well.

**KEYSTONE STEEL & WIRE CO., PEORIA 7, ILLINOIS**



tageous because a retail center is then established. Shoppers like to buy in a center where they *know* they can find anything they desire.

Theatres, moving-picture houses, and amusement places help most businesses. They draw people away from other neighborhoods. Whether people remain home at night or have the habit of "going down-town" is a community or local problem, which needs an answer before a business is started.

Locations near popular well-advertised stores are advantageous because people coming into a well-known store are attracted to the other stores. Because women refuse to walk on the sunny side of the street, particularly in the summer-time, rentals on the shady side are from one to 20 per cent higher. There are some exceptions, of course. However, the shady side generally attracts a larger customer stream but which side is best is a problem which can be solved only through personal investigation.

Whether any particular location will be profitable depends also upon whether the merchant is an advertiser or a non-advertiser. The advertiser can take a chance on the wrong side of the street or a block beyond the business section. Heavy advertising will pull trade to him. But the non-advertiser must choose locations where the pedestrian traffic is heavy.

Proximity to street cars, buses, taxis and other kinds of transportation, as well as traffic intersections should be carefully considered when an accessible location is sought. In many locations, available parking facilities must be considered.

### "World Trade Fiesta"

**M**ERCHANTS of Janesville, Wis., joined with the Parker Pen Co., of that city in sponsoring a world trade fiesta following a "peso pay day" at the latter company. Payment of wages by the pen company in pesos illustrated the part that foreign trade plays in the life of the city. Theme of the fiesta was, "What world trade means to Janesville." Floats illustrative of the theme appeared in the parade. Cost of the parade was borne by the company and merchants decorated their store windows to illustrate the theme of the day. Publicity given the event by state press brought many visitors to the city.



# THE HURRICANE

## *Automatic Governor Controlled* **POWER LAWNMOWER**

**LIGHT WEIGHT . . . POWERFUL . . .  
MANEUVERABLE . . . PROFITABLE . . .**

Here's the power lawnmower that is sweeping the country like a gale . . . in popularity among users . . . and profits for dealers. The HURRICANE has been tested and proved in practically every section of the country. And the 1948 model is now ready with new, improved trigger-fast governor control—new 2½ H.P. engine—new hardened tip blades that will make it an even faster selling unit. Once sold, the HURRICANE stays sold. Its trouble-free operation assures complete customer satisfaction.

### Check These **BIG** Selling Features

★ **Light Weight**—Carriage designed for lightness in weight combined with structural sturdiness. Bed is all cast aluminum.

★ **Even Cutting**—Four fully ball bearing wheels with 1.75 in. x 10 in. zero pressure tires. All wheels same diameter; insures cutting blade operating on an even plane, at all times.

★ **Maneuverability**—Handle designed for full floating operation; remains at constant level in the grasp allowing machine to float or conform to contour of lawn. Slight pressure on the handle hinge pins guides machine.

★ **Blade Driving Unit** is completely ball bearing friction type with ample tension to absorb all power of the engine. When striking immovable objects, it slips, protecting blade, engine crankshaft and driving mechanism.



★ **4-Cycle Trouble-proof Engine** easily started by short pull on starting pulley. Has the new inbuilt trigger-fast automatic governor. Will operate without throttle or any hand control. Keeps speed of engine and cutting blade constant whether cutting heavy or light grass or weeds.

★ **Grass Distributed** evenly over the lawn due to arrangement of special housing of the cutting blade; prevents windrowing.

**JOBBERs**—Write direct for complete information about The HURRICANE and how it can fit into your profit picture.

### Get in Touch with Your Nearest Jobber

*The jobbers listed below can supply you with The Hurricane Power Lawnmower. If no jobber near you, write us direct.*

Benson Implement & Appliance  
Omaha, Nebraska

Bering-Cortes Hardware Co.  
Houston, Texas

Browne Equipment Co.  
Columbus, Ohio

Bruce Boats & Motors  
Jacksonville, Florida

Nelson Radio & Supply Co.  
Mobile, Alabama

North Jersey Equipment  
Newark, New Jersey

Old Dominion Motor Co.  
Norfolk, Virginia

Pacific Supply Cooperative  
Walla Walla, Washington

Raymond Lake Motors  
Cleveland, Ohio

St. Louis Distributing Co.  
St. Louis 10, Mo.

Buyrn, Old & Eaton, Inc.  
Norfolk, Virginia

Haw Hardware Co.  
Ottumwa, Iowa

Knapp & Spencer  
Sioux City, Iowa

W. J. Krebs Sales Co.  
Corpus Christi, Texas

Magnolia Seed Co.  
Dallas, Texas

Neff Marine Co.  
Milwaukee, Wisconsin

Stratton Baldwin Co.  
New Orleans, Louisiana

Stratton-Warren Hardware Co.  
Memphis, Tennessee

Stuckman Tire Service  
Bluefield, West Virginia

Teague Hardware Co.  
Montgomery, Alabama

Carmen Lude, Inc.  
Charlotte, North Carolina

Cox Motor Co.  
Washington, North Carolina

General Supply Co.  
Kansas City, Missouri

Kelth-Simmons Co., Inc.  
Nashville, Tennessee

Spear Hardware Co.  
Fort Smith, Arkansas

Excelsior Stove & Mfg. Co.  
Oklahoma City, Oklahoma

Wiley Stewart Machinery Co.  
Oklahoma City, Oklahoma

**NATIONAL METAL PRODUCTS CO. 2722 CHERRY ST. KANSAS CITY, MO.**

JANUARY 29, 1948



# The Effect of Electric Appliance Prices On the Buying Public

*Appliance prices are up along with other living costs, but they have not risen as high or as fast as the general list of commodities, according to W. E. Saylor*

By W. E. SAYLOR\*  
Manager,  
Kelvinator Utility Division  
Nash-Kelvinator Corp.

**A**S I delved into the enormous mass of statistics having a bearing on this subject, "The Effect of Electric Appliance Prices on the Buying Public," I began to regard it as a "tough" one, for a number of reasons.

First of all, prices are not static things. They are constantly varying, changing from day to day in many cases. Second, those of us who manufacture things for sale to the public are not masters of our own fates when it comes to pricing of those products. Such prices depend on many outside factors over which we have little or no control, rather than upon our own desires—such things, for example, as higher labor costs than ever before in history, shortage of materials which prevent us from taking full advantage of mass production savings in manufacturing processes, interrupted production schedules, plus tremendously increased material costs all along the line.

It has always been true, I believe, in this country, under our particular system of free enterprise, that people have continued to buy merchandise for which they have a need just as long as they were convinced that the price was fair for the quality offered. And, the reverse of that also is true—namely, that people stop buying a product when the price rises to a point where it outweighs its value to them.

\* From an address delivered before general sales conference, Southeastern Electric Exchange, Atlanta, Ga.

Applying this thinking to today's situation in the appliance field, I think we would be justified in concluding that the buying public feels that appliances generally are not over-priced, because we have the situation of continued tremendous demand for practically all major appliances—taking the country as a

whole. In fact, since the buying public continues to beset dealers for such products, it would seem logical to conclude that prices as they exist today must look very favorable to people generally.

Of course, I realize that an objection to this line of thinking might logically be raised; namely, that the demand piled up during the war years was so tremendous, and the supply since then so pitifully small.

**Chart A**  
*Production of Electrical Merchandise*

	1941 Units	1946 Units	1947 Units
Refrigerators	3,500,000	2,100,000	3,100,000
Ranges	728,000	544,000	1,000,000
Water Heaters	205,000	488,000	950,000
Home Freezers	.....	87,000	300,000
Electric Ironers	260,000	175,000	500,000
Electric Washers	1,892,000	2,000,000	3,000,000
Vacuum Cleaners	1,670,000	2,169,000	3,000,000
<b>Total</b>	<b>8,450,000</b>	<b>7,563,000</b>	<b>11,850,000</b>

SOURCES: Production of units for 1941 and 1946 from *Electrical Merchandising*, Jan. 1, 1947, page 37; production of units for 1947 is an estimate based upon best industry figures available for 8 months of 1947.

**Chart B**  
*Value of Electrical Merchandise*

	1941 Units	1946 Units
Total Value at Retail	\$ 919,537,000	\$ 1,008,296,000
National Income	\$103,800,000,000	\$178,200,000,000
% of National Income	.885	.556

SOURCE: National income statistics from the Survey of Current Business, National Income Supplement (Department of Commerce), July, 1947.

# BRAND NEW WAY TO SELL PAINT!

Sherwin-Williams **NEW** SELF-SERVICE PAINT CENTER



**COMPLETE PAINT DEPARTMENT** within 15 sq. ft. of space! Everything you need to satisfy practically all paint customers. Exterior and interior finishes . . . the finest made! Great color selections! Decorator hints . . . instructions!

**MINIMUM STOCK INVESTMENT!** Just \$298 buys the complete Sherwin-Williams Self-Service Paint Center! It keeps the stock complete at all times. You *never* have to buy extras to store in the cellar or back room.

**WORLD'S BEST KNOWN PAINTS!** There's no question about the brand name. Sherwin-Williams has been the world's leader for scores of years. Tops in quality . . . tops in consumer preference. Customers prefer Sherwin-Williams Paints 4 to 1 over the nearest leading competition!

**QUICK TURNOVER ASSURED!** These Sherwin-Williams paints don't sit on the shelf waiting for someone to ask for them. They're right out on the selling floor shouting, "Come here . . . I'm what you're looking for . . . take me home!"

**DAILY REPLACEMENT OF STOCK!** A complete warehouse stock is as close as your telephone! And you get daily delivery service! In addition, the Sherwin-Williams representative *automatically* and periodically checks your stock . . . fills in any stocks that have been depleted!

**GREATEST LOCAL PAINT ADVERTISING EVER!** While Sherwin-Williams is famous for its national magazine promotions, you also get consistent, highly-concentrated and hard-hitting *local* advertising! The fact is, this is the only line of nationally known paints to give you these advantages . . . advertising in neighborhood newspapers, radio plugs, handbills, *plus* a planned point-of-sale advertising service!

**FASTEST SELLING  
PAINTS IN SHERWIN-  
WILLIAMS LINE!**

**ONLY FASTEST-  
SELLING COLORS!**

**FLUORESCENT-  
LIGHTED CANOPY!**

**HANDSOME COMPACT UNIT!**

**FULL COLOR  
ILLUSTRATIONS!**

**COLOR PANELS!**

**INSTRUCTION SHEETS!**

**COLOR CARDS!**

## Most revolutionary merchandising plan in paint history!

Not just a unit . . . not a gadget . . . the new Sherwin-Williams Self-Service Paint Center is the greatest business and profit boosting plan ever offered to the paint trade! It puts an end to big stock investment. You carry a minimum of the world's fastest selling paints . . . only the most popular colors. No dead wood!

Every bit of stock is loaded into one compact, attractive, hard-selling merchandiser! And of equal importance is the fact that your local Sherwin-Williams representative *automatically* reorders stock. What's more . . . a full warehouse is within phone reach—deliveries made in 24 hours.

To guarantee the greatest volume paint business you've ever seen, Sherwin-Williams backs you with an unequalled, concentrated magazine and *local* newspaper advertising campaign that is designed to reach every family in your community!

**GET IN TOUCH!** Phone, wire, write your local Sherwin-Williams representative. Let him give you the complete Paint Center picture. He'll show you the way to the grandest paint business you ever had.

# THE SHERWIN-WILLIAMS CO.

**Cleveland 1, Ohio**





that such a buyer's market is bound to exist. I would like to cover that subject here, in order that you may get a picture of the real situation.

The 1941 and 1946 unit production figures shown by Chart A are drawn from *Electrical Merchandising*, Jan. 1, 1947, and the figures for 1947 are an estimate, based upon best industry figures available for eight months of 1947. We have used 1941 as the year for comparison because for most items shown here that year represents an all-time high in production and sale of these products. These figures add up to a grand total of 8,450,000 major appliance units produced in 1941. And in 1946, a year when everyone was complaining bitterly about the sort of job done, 7,563,000 units were produced; and in 1947 the estimate is for 11,850,000 units, and actual figures to date would indicate that this estimate should be reasonably accurate.

I offer these figures, not to brag particularly about the job manufacturers have done in the face of many obstacles, although I do think it has been commendable, but to make the point that in the face of production figures like these, had

<b>Chart C</b> <b>Cost of Living Increases</b> <b>1941-1947</b>					
	January, 1941		June, 1947		1941-1947
	Amount	Weighting Factor (1)	Amount	Weighting Factor	Percentage Increase (2)
Food	617.40	34.3%	1,176.15	41.8%	90.5%
Clothing	198.00	11.0%	367.69	13.1%	85.7%
Rent	352.80	19.6%	385.26	13.7%	9.2%
Fuel/Electricity	120.60	6.7%	141.95	5.0%	17.7%*
Home Furnishings	79.20	4.4%	144.62	5.1%	82.6%
Miscellaneous	432.00	24.0%	600.91	21.3%	39.1%
<b>Totals</b>	<b>\$1,800.00</b>	<b>100.0%</b>	<b>\$2,816.58</b>	<b>100.0%</b>	<b>56.5%</b>

\* The Bureau of Labor Statistics uses a single figure to indicate the index of fuel and electricity in making up the Cost of Living. In June, 1947, there was a net increase of 17.7% for both items. However, the segregation of this index figure shows the following:

Gas and electricity decreased..... 8.3 per cent.

Other fuels and ice increased..... 43.0 per cent.

Source: Survey of Current Business, September, 1947, page S-4.

<sup>1</sup> The relative weighting given to the various factors in the cost of living is in accordance with that used by the Bureau of Labor Statistics, Department of Labor, in determining the Consumers' Price Index in January, 1941, as reported in the Handbook of Economic Statistics, 1947 Edition, page 114.

<sup>2</sup> The percentages of increase for the various factors are in accordance with the Consumers' Price Index of the Bureau of Labor Statistics for June, 1947, cited in the Survey of Current Business, September, 1947, page S-4.

there been any question in the public mind as to the fairness of the prices charged for these products, we would not continue to be in a seller's market on many of these

products in most parts of the country today.

The value of these products, at retail, back in 1941, was \$919,537,000 against a national income figure

# INCREASE YOUR TOOL TURNOVER

...with P & C Dealer Display Boards

P & C QUALITY display boards sharply increase tool sales. They're uniform in size and design. They have plainly marked tool numbers and opening sizes, sturdy fittings to carry adequate stocks, and high eye-appeal. Your customers can see and feel the quality and balance of P & C Tools on these boards. Mechanics make their own selections which results in faster turnover of tools.



...with P & C Tool Sets

Top quality 1/2" drive socket sets are attractively priced for customers who want complete selection of sockets and necessary attachments. These fast-selling sets will please your customers.

DISPLAY BOARD NO. 20K

1/2" DRIVE SOCKETS AND ATTACHMENTS

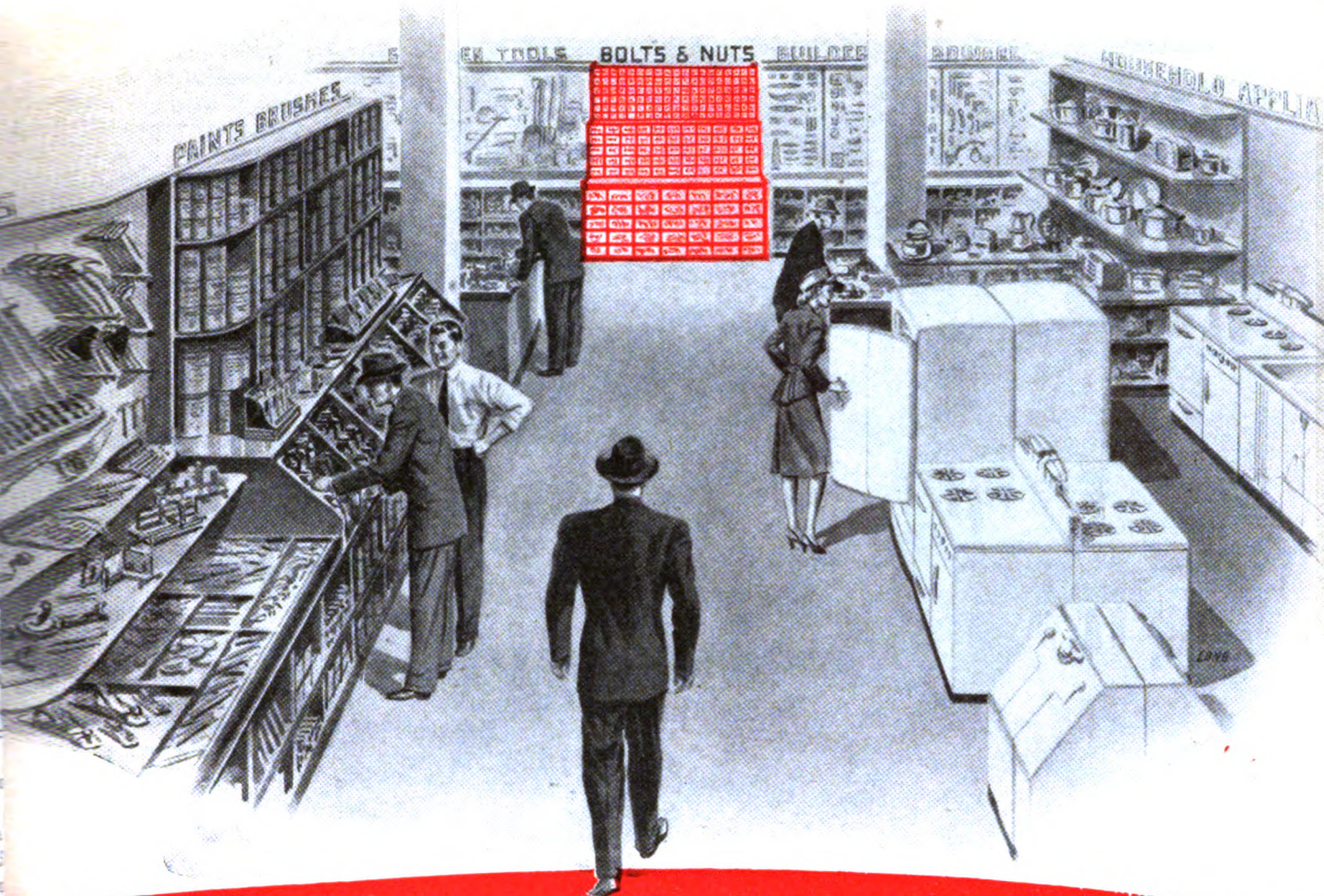
"THE BEST TOOLS  
MONEY CAN BUY"



For complete information see your P & C Distributor  
salesman or write for catalog.

**HAND FORGED TOOL COMPANY**  
Box G, Milwaukie P. O., Portland 2, Oregon





## There's additional profit for you EVERY STEP OF THE WAY!

**B**OLTS, nuts and screws are "necessity" items. They are magnets which draw people into your store day after day, year after year. They are among the ten most frequently called-for staples in the average hardware store!

What does this mean to you?

First, it means that you have a practical "traffic builder"—a product that brings customers into your store and exposes them to the many other items you are selling. On the way to your bolt and nut stock they pass, and *see*, appliances, tools, garden equipment, paints and many hundreds of other things you carry. What's more, when they *see*, they often *buy*, as every hardware man realizes.

Secondly, it means that you have a steady-selling "bread and butter" line that can be depended upon

to show a nice profit on the balance sheet month after month.

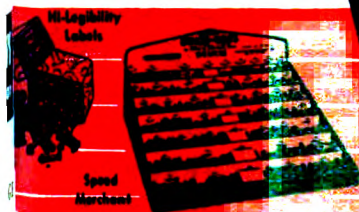
Yes, *there's additional profit for you every step of the way* to your bolt, nut and screw stock. That's why it's so important for you to keep that stock up-to-date with a full range of sizes and types. It's important, too, that you buy the line that can offer you the *most complete selection*—the Lamson & Sessions line.

Ask your distributor for the Lamson sales helps—the Ready-Reference List, the Bolt Bin Label Booklet and the Lamson Speed Merchant. These will help *you* sell bolts, nuts and screws—while bolts, nuts and screws help sell other items for *you*!

### THE LAMSON & SESSIONS COMPANY

General Offices: 1971 West 85th Street, Cleveland 2, Ohio

Plants at Cleveland and Kent, Ohio • Birmingham • Chicago



# LAMSON & SESSIONS

FASTENERS OF QUALITY

*for the Hardware Dealer*

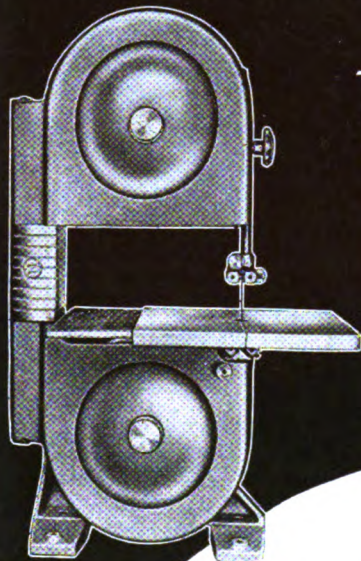




# Sell the NEW Darra-James Quality TOOLS

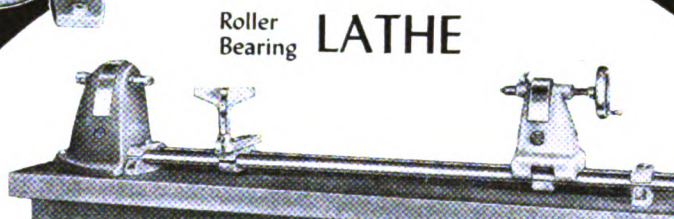
Now Sold Only  
Through Dealers

Write us today about franchise



## 9 1/2 INCH Band Saw

Micrometer adjustment on upper and lower guides.. New Departure Ball Bearings.. Table tilts to 45°. Stalwart one-piece frame.



Roller Bearing

## LATHE

Highly flexible.. Does gap-bed work.. Spindle 1/2"  
Bed ways of chrome-plated steel tubing.

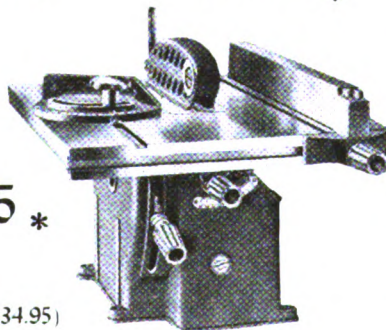
**\$29.95\***

## 7" Tilting Table SAW

Thousands now giving fine service. Depth of cut 2-3 16". New Departure bearings in steel inserts. Fence locks front and rear with single control.

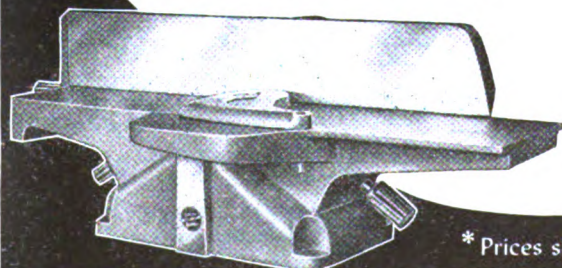
**\$29.95\***

(8" Model \$34.95)



## 4 1/2 INCH Jointer

Offers longer, wider tables.. Top quality cutter-head.. Two-way tilting fence.. Handy rabbetting table.



\* Prices slightly higher on West Coast.

*toolcraft*

CORPORATION

WATERBURY 86, CONN.

of \$103,800,000,000. Figured in percentages, the amount of the national income expended for such appliances was less than 1 per cent—.885 thousandths of 1 per cent to be exact. And in 1946—the most recent year we have exact figures on, the total value of these products was 1,008,296,000—against a national income figure of \$178,200,000,000 or about 1/2 of 1 per cent—.556 thousandths of 1 per cent, to be exact

First, in spite of increased appliance prices, the percentage of total national income being spent for appliances is smaller today than back in 1941. And, second, regardless of the price structure in our industry, by no stretch of the imagination could it effect the total over-all national economy—it's just simply too small a percentage of the total national income.

We as manufacturers must be concerned with the problem of continuing to sell our merchandise in volume, and at a profit, if we are to continue in business. So it seems wise to examine the present price situation from a number of additional angles.

### Examining the Situation

First, let us look at what has happened to the cost of living during the period from 1941 through 1947. In order to make some understandable comparisons, we have taken as our base, a family having a total income of \$1,800 in 1941. This is the figure at the bottom of the first column of figures on the chart. To establish how this income was spent, we used a weighting factor in the cost of living, set up by the Bureau of Labor Statistics, Department of Labor, in determining the Consumers' Price Index in January, 1941, as reported in the Handbook of Economic Statistics, 1947 edition, Page 114. This is the percentage figure shown in the second column. In order to establish what this same family would have to spend, and how it would be spent in 1947, we used a percentage of increase for the various factors in the total budget, in accordance with the Consumers' Price Index of the Bureau of Labor Statistics for June, 1947, cited in the Survey of Current Business, September, 1947. This is the figure shown in column 5 on the chart. Multiplying column 1 by column 5, and then adding the result to column 1, we arrive at what the same living standard would cost us in 1947. This is



# LINE UP with HOME-UTILITY for EXTRA PROFITS all year 'round!

## 1948

### JANUARY

### FEBRUARY

### MARCH

SUN MON

TUE

WED

THU

FRI

SAT

SUN MON

**\$35.95** (List Price)  
Home-Utility  
1/2" Electric Drill

**\$18.95** (List Price)  
Home-Utility  
1/4" Electric Drill

SUN MON

4 5 6

11 12 13

18 19 20

25 26 27

31

### DRILL STANDS



**\$11.45** (List Price)  
Home-Utility  
1/4" Vertical Bench Stand.



**\$17.45** (List Price)  
Home-Utility  
1/2" Vertical Bench Stand.



### ACCESSORIES



**WIRE WHEEL BRUSHES** come in 4" and 6" sizes, fine and coarse wire, for use in any spindle, in single or multiple set-ups. **FREE** Display Stand for dealers.



**\$4.50** (List Price)  
Home-Utility  
Buffing & Polishing Kit.



**\$6.95** (List Price)  
Home-Utility  
Abrasive Kit.

### Built by BLACK & DECKER: World's Largest Maker of Portable Electric Tools!

The Home-Utility line has *everything* you need for plenty of sales in 1948! It features the *most versatile* Drills and accessories, at *popular prices*, for homes, workshops, farms and repair kits. It gives you lots of *repeat business* in useful accessories. It attracts tool users in every month of the year. It is ideal for special gift promotions at Christmas, Father's Day, graduation time, birthdays. It is backed by national advertising that builds *trademark recognition* among brand-conscious consumers. It is built with *quality features* by Black & Decker, world's largest manufacturer of portable electric tools. It gives you the benefit of any one of 26 Black & Decker Factory Service Branches for *prompt repair* and *guaranteed spare parts*. Place your order today, with your nearby Home-Utility Distributor, for these fast-selling Drills, Drill Stands, Accessory Kits and Wire Wheel Brushes . . . and start the New Year right with your share of this profitable business! If you don't know your distributor's name, drop a line to: The Black & Decker Mfg. Co., Dept. 653, Towson 4, Maryland.

Sold Through Leading Distributors Everywhere

# ELECTRIC HOME-UTILITY TOOLS

Product of Black & Decker

### BIG '48 ADVERTISING CAMPAIGN,

in four national magazines, will pound away at millions of readers each month to sell your customers, to uncover new prospects, to build more business for you!





### CAPTURES ATTENTION AND SALES

This vivid Victor Ant Trap counter display is printed in bright red, yellow and black. It gets your sales message across in a flash. Each display holds two dozen traps . . . takes up little counter space.



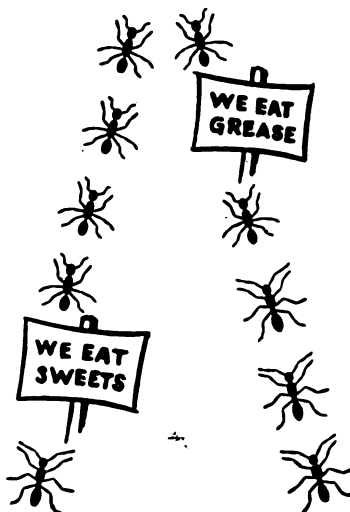
### KILLS SWEET AND GREASE EATING ANTS

Both types are attracted to Victor Ant Trap. The formula for Victor Ant Trap was developed exclusively for the Animal Trap Company of America. This new and better Ant Trap comes ready for use.



Victor Ant Trap national advertising helps put profits in your pocket. Your customers will see Victor Ant Traps advertised in *Good Housekeeping*, *Better Homes and Gardens* and *American Home*. Be sure to have adequate stocks. Order yours from your jobber now.

**ANIMAL TRAP COMPANY OF AMERICA**  
LITITZ, PA.



# Victor ANT TRAP

the figure shown in column 3. And of course, that now gives us a new weighting factor, percentage-wise, which is shown in column 4.

This chart shows us, then, that in January of 1941, a family with an income of \$1,800 spent on the average, 34.3 per cent of total income, or \$617.40 for food. Today food costs are up 90.5 per cent, which means that for the same food this same family is spending \$1,176.15. This means that 41.8 per cent of its total income now must go for food. Eleven per cent of its income went for clothing, or \$198, in 1941. Today that figure is up 85.7 per cent for a total of \$367.69, or 13.1 per cent of the family income. Rent in 1941 took 19.6 per cent, or \$352.80. Rent increase has been small—9.2 per cent, for a figure of \$385.26, and only 13.7 per cent of total income today goes for rent. Fuel and electricity in 1941 cost 6.7 per cent of family income, or \$120.60. Today that figure has risen 17.7 per cent making today's cost \$141.95 for a 5.0 percentage figure. Home furnishings took 4.4 per cent of the family income in 1941, for a total of \$79.20. This is now up 82.6 per cent for present costs of \$144.62 and a 5.1 per cent weighting factor. Miscellaneous, which includes all other expenses, in 1941 took 24 per cent, or a total of \$432. These costs are now up 39.1 per cent for a present cost of \$600.91, or 21.3 per cent of the total. In short, this family which earned and spent \$1,800 in 1941, now must earn \$2,816.58 in order to maintain its 1941 living standard, because total living expenses, as of June, 1947, were up 56.5 per cent.

### Living Costs

I think the point to be made from this chart (Chart C) is simply that general living costs for the average family are up more than 50 per cent. At the same time, our national income has risen from \$103,800,000,000 in 1941 to approximately \$200,000,000,000 in 1947, or almost 100 per cent increase, which simply means that even at present increased prices, people still have more money with which to purchase.

I thought it might be revealing, in light of the other facts we have just reviewed, to see what the average increase in prices on a number of items has been, using figures for the period from August, 1940, through August, 1947. Let us take a look at a few:

First on the list is refrigerators,

which are pretty well characteristic of all appliance prices. We took the price of a typical average electric refrigerator in August, 1940, and compared it to today's price. The increase is 54.3 per cent. We used the Bureau of Labor Statistics, Passenger Car Index, adjusted, and came up with an increase of 57.3 per cent for automobiles. At the same time, all manufacturing factory wages have increased 95.8 per cent and durable goods factory wages are up 86.3 per cent, according to the Bureau of Labor Statistics, as reported in the Survey of Current Business. Farm income has increased 157.9 per cent, according to a *Sales Management* survey. The remainder of these figures are from the Bureau of Labor Statistics, Survey of Current Business, and show corn prices have increased 248.4 per cent; wheat is up 238.3 per cent; cotton advanced 246.5 per cent; lumber increased 180.2 per cent; and beef is up 156.3 per cent. And when you compare the advances of factory wages, and farm income, and the advances of these commodities as shown here, the 54.3 per cent increase on electric refrigerators seems modest, indeed.

### Money's Value

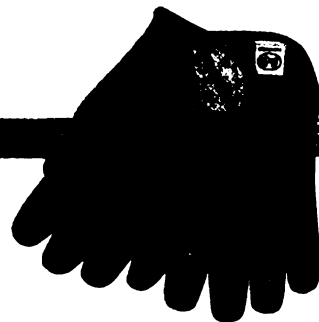
All of us should realize that money, of itself, has no intrinsic value. It merely has a value in terms of the material things it has back of it. In other words, we use money because it is physically impractical to pay for an automobile, for instance, in bushels of wheat or corn. Some common denominator had to be developed to make trade and commerce possible. That common denominator we know as money. But because people often do queer tricks with money, we sometimes lose track of the fact that money itself has no actual value, and so, in order to obtain a clear picture of actual costs of things, we must go behind the money screen, and examine prices in terms of the basic values of the things which go to make up our actual wealth. Let us do that now.

In August, 1941, corn, using the wholesale weighted average of five markets, all grades, was 74¢ per bushel, as shown in column 1. And at that time, it would have required 216 bushels of corn to purchase our average refrigerator priced at \$160. In August of 1947, with corn at \$2.30 per bushel, figured on the same basis as 1941, that same average refrigerator, now costing \$246

JANUARY 29, 1948



BOSS Winner 407  
Favored for outdoor work



They're *in* the picture, Bud!

Boss Work Gloves *always* are prominent in a dealer's sales picture. Above style is Winner 407—back in the BOSS line after several years' restrictions. Always a popular work glove, it's as good-looking as it is warm and sturdy.



## WORK GLOVES

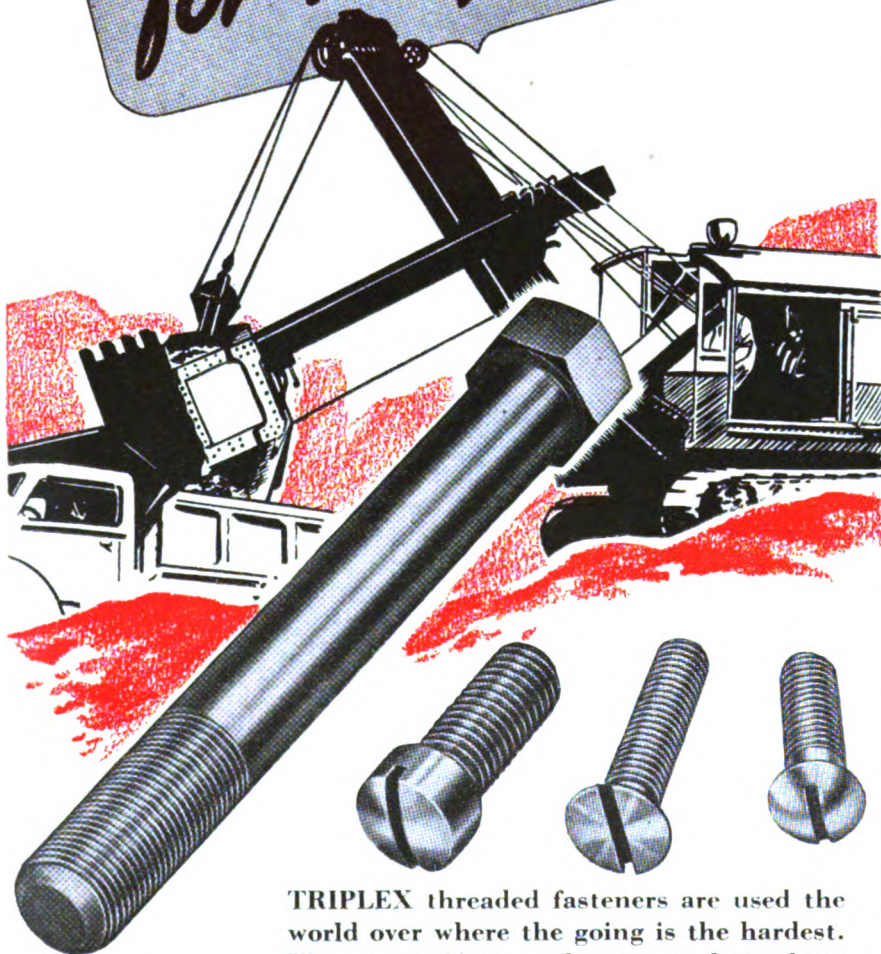
58 YEARS OF HAND PROTECTION

THE BOSS MANUFACTURING COMPANY • KEWANEE, ILL.



# TRIPLEX

*for Toughness*



TRIPLEX threaded fasteners are used the world over where the going is the hardest. They are uniform and accurate, but, above all, *they are tough*. Tough enough to stand up under the steady, everyday pounding of modern equipment. They are made to do the job that must come first with any fastener—holding things together . . . for good.

*Write for our new catalog and wall chart for easier ordering.*

**THE TRIPLEX SCREW CO.**

5317 Grant Avenue • Cleveland 5, Ohio

**TRIPLEX** THREADED FASTENERS  
CAP AND SET SCREWS • BOLTS, NUTS AND RIVETS

in money, could have been bought for 107 bushels of corn. Wheat, in August, 1941, wholesale weighted average, six markets, all grades, was bringing \$1.05 per bushel, and our refrigerator could have been bought for 152 bushels of this commodity. In August, 1947, with wheat at \$2.47 per bushel, only 100 bushels are required to purchase our \$246 refrigerator. Cotton, middling 15/16 in., average of 10 markets, was bringing 16.1 cents per lb. in August, 1941, and 994 lbs. could have been exchanged for our \$160 refrigerator. In August of 1947, this same cotton was selling at 34.3 cents per pound and would have required only 717 lbs. to buy the \$246 refrigerator. The price, wholesale, of fresh native steers, at Chicago, per lb., in August, 1941, was 17.6 cents. 909 lb. were required for purchase of the refrigerator then. In August, 1947, with beef at 46.9 cents per pound, only 525 pounds are needed to buy our \$246 model. Finally, let us consider the problem in terms of factory wages. The average weekly wage, all manufacturing, in August, 1941, was \$31.66, and the worker had to trade 5.05 weeks of work for the \$160 refrigerator, while in August, 1947, with this same average weekly wage at \$49.29, only 4.99 weeks of work are needed to buy the \$260 model.

### What They Indicate

Even the briefest study of these figures will indicate a number of things. It shows us, first, that in considering the prices of electric appliances—or anything else, for that matter, it is highly misleading, in terms of our basic economy, to merely compare prices as they now exist with prices as they were in some previous period. Such comparisons must inevitably be made in terms of relationships to basic commodity values, or true wealth. When this is done, as we have just seen, we come up with the conclusion that even at today's advanced dollar prices, electrical appliances have actually declined in price over this period, figured in terms of basic values. In other words, the farmer must trade fewer of his bushels of wheat, or his pounds of cotton, for an electric refrigerator than back in 1941, and the factory worker needs work less time, at his current pay scale, to buy a refrigerator, even at a currently higher dollar price.

I think we shall examine the net  
(Continued on page 131)



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*Quality*



A PRODUCT OF

*Hooperwood Mills*

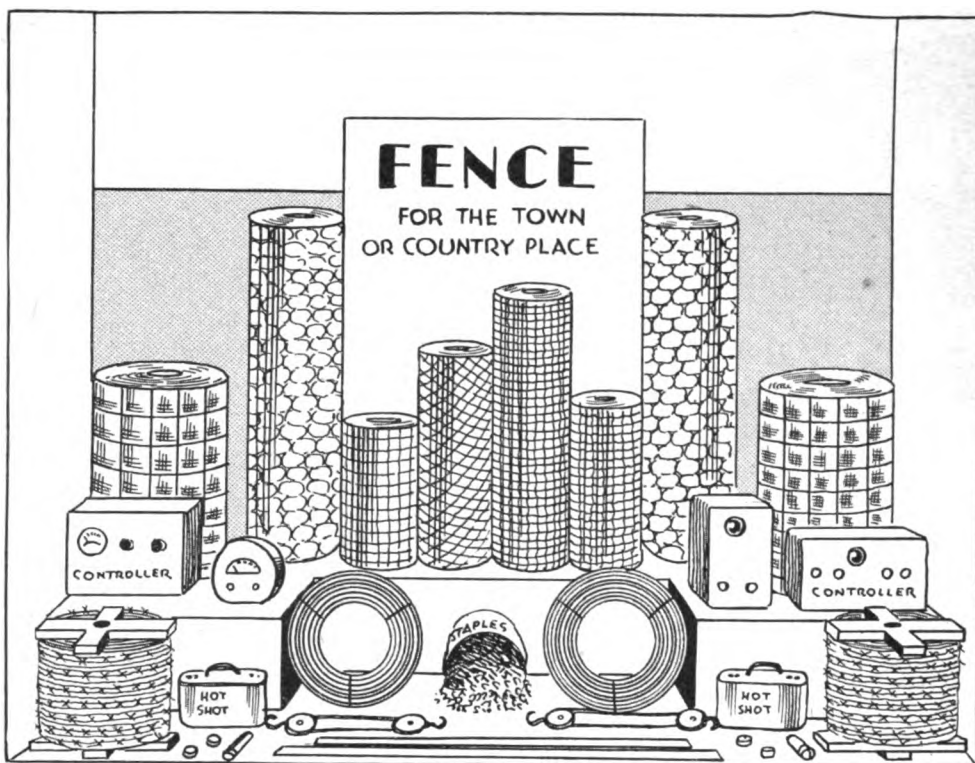
WM. E. HOOPER & SONS CO.  
New York PHILADELPHIA Chicago  
Mills WOODBERRY, BALTIMORE, MD.

JANUARY 29, 1948

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101





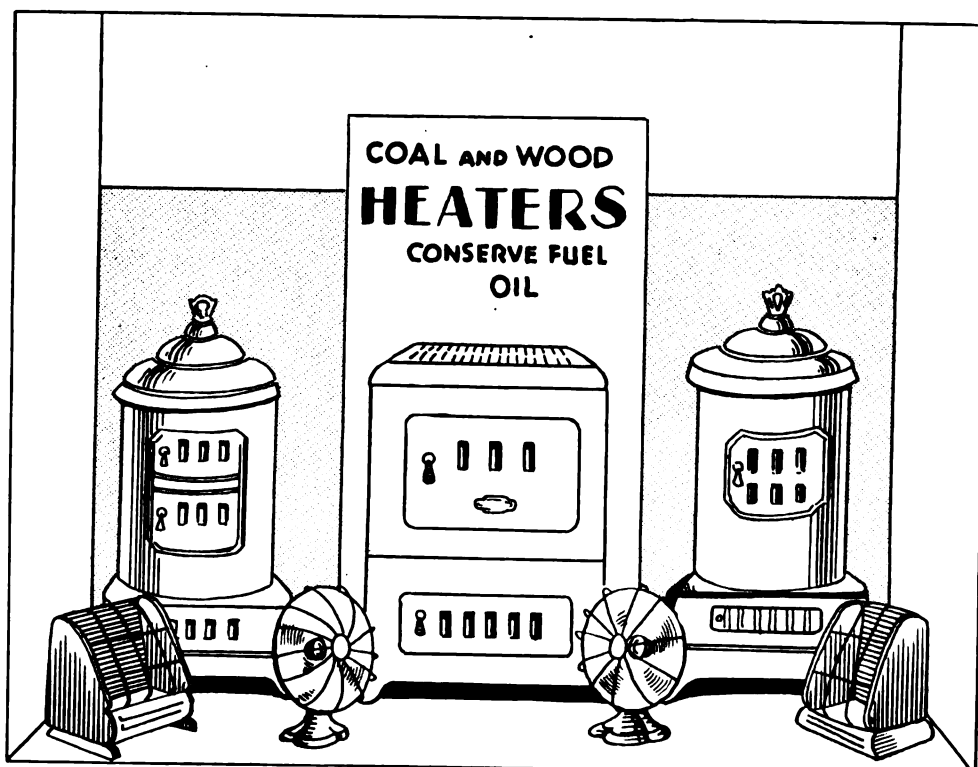
## FARM FENCE WINDOW

**MERCHANDISE:** Field fence, poultry fence, turkey wire, poultry netting, fence posts, barbed wire, smooth galvanized wire, fence staples, electric fence controllers, battery fencers, hot shots, fence insulators, gates, and electric fence posts.

**BACKGROUND:** Center panel of bright green corrugated board or painted wallboard. Side panels of bright yellow material. Cut-out letters on center panel of black and yellow material.

# Farm Fence and Heating Stoves For Late February Windows

*HARDWARE AGE Original Window Display IDEAS*



## HEATING STOVE WINDOW

**MERCHANDISE:** Wood chunk stove, coal or wood heating stoves, electric bowl heaters, portable electric room heaters, heater cords, heater elements.

**BACKGROUND:** Center panel of brown corrugated board or painted wallboard. Side panels of ivory material. Cut-out letters on center panel of yellow material.

# LOW PRICED

## for Volume Sale!

### H&R's *NEW* "922"



Here's a gun you'll sell with pride and sell fast! H & R's "922", medium-weight, 9-shot, .22 caliber revolver that's rugged, reliable, accurate.

"922" is an all-purpose gun for farmer, trapper, or sportsman. Special tenite stock virtually holds the hand in correct high position. Solid frame and exclusive 9-shot safety cylinder permit use of high speed ammunition.

H & R "922" Revolver  
.22 Cal. — 9 Shot  
24-Ounce Weight

And — H & R's "922" retails in the low twenties, a sensational low price that makes every gun lover a prospect — helps you cash in on the current swing to revolvers! Write today for full information.



*Another*  
**H & R PROFITMAKER**  
The "SPORTSMAN"  
Model 999  
9 Shot .22 Cal. Revolver  
**HARD-HITTING — POWER-PACKED**

**HARRINGTON & RICHARDSON ARMS CO.**

**335 Park Avenue, Worcester 2, Mass.**



# The Case for Nylon Brushes

**N**OW that nylon paint brushes have been in volume production for over five years and in widespread commercial use for over two years, it is perhaps timely to ask, 'How about nylon paint brushes now?' said Walter Foss, president and general manager, Wooster Brush Co., Wooster, Ohio, in a recent issue of that company's *Idea Exchange*. These comments are quoted with his special permission.

"Many practical brush men — manufacturers, distributors, and painters alike, with years of experience in the paint brush field—are convinced that *properly made* nylon brushes are excellent painting tools with many advantages. That has been proved beyond a doubt," said Mr. Foss.

"Tapered nylon filaments are probably the greatest new development for paint brushes to come along in a life time. However, like any radically new material or product, acceptance sometimes runs into resistance founded mostly on nothing but long established custom and habit.

"Now that animal-bristled brushes are somewhat more plentiful than they were a while back, there are some painters who, if given a choice between a nylon and an animal-bristle brush, will choose the latter, even at a considerably higher price for the animal-bristle brush. But this does not always mean that such painters have made the wisest choice.

## Look at the Facts!

"Let's take a look at the cold, honest facts based on widespread, practical experience. True, nylon and animal-bristle brushes do not 'work' exactly alike. But neither do Chinese bristles and Russian bristle brushes. Just because one type of material or brush works a little differently than the other does not mean that one or the other is no good! Each has its advantages—or, if you will, its disadvantages.

"Any real old-timer in the brush business remembers many years ago when practically all paint brushes were made of white, yellow, or grey Russian hog bristles, with white French bristles used in smaller brushes. Then, for various reasons, principally supply, paint brushes

were gradually shifted over and made of black Chinese hog bristles. And, oh boy, the hue and cry, cussin' and discussin' that went up during this transition period! The black Chinese bristles didn't hold and spread paint properly, they were too soft, they wore out too fast, and so on. But, after some time, custom and habit were changed—Chinese bristle brushes were accepted and Russian bristle brushes were pretty much forgotten and to a large extent passed out of the picture except for a few certain types, such as calcimines.

## Russian Bristle Revived

"Then along in the nineteen-twenties there was a flurry or kind of attempted 'revival' of Russian bristle. It became in better supply and its price was relatively low. So, some brush manufacturers, remembering the old preference for Russian bristle brushes, started putting out line of good walls, stuccos, and similar styles of brushes made of Russian bristles. The prices were attractive and on a par with corresponding Chinese bristle brushes, or even lower in some cases, and they were good painting tools. But, by this time, painters had become accustomed to using black Chinese bristle and now they did not like their old favorite—Russian bristle. The Russian bristle 'broke-in' too slowly, it was too coarse, too stiff, etc., etc. Brushes of Russian bristle dyed black to make it *look like* Chinese bristle started making their appearance, but all in all, purely through custom and habit, the painting profession had gotten used to working with Chinese bristle and to a large extent would not accept the Russian brushes."

Continued Mr. Foss, "In my opinion this experience is quite similar to the situation existing today between animal-bristle brushes and good nylon brushes. They 'work' somewhat differently, of course. Each has its own characteristics, advantages and disadvantages. But *both* are good painting tools, if properly made and constructed in accordance with the best principles of brush-making.

"So, I maintain, that the whole argument about nylon versus animal-bristle brushes resolves itself



WALTER FOSS

very largely into a matter of habit, or what the painter is accustomed to."

"*Properly made* Nylon brushes have many advantages—lower first cost, much greater wearing qualities (three to five times more wear is no exaggeration), and, most important of all, availability and steady supply of the most important brushmaking material. Can you imagine what we might be paying for good paint brushes today (and in the future) if nylon wasn't in the picture? Can you imagine what we would do for paint brushes if the supply of imported bristles should be shut off? And this is not an impossibility by any means, in view of unstable world conditions, especially the situation in China itself from where the great bulk of our bristle comes.

## Promote Good Product

"Now, we by no means say that there will not continue to be animal-bristle brushes. We think there will be . . . (We) expect to continue to make and sell large quantities of the best bristle brushes possible. We also expect to continue to make and sell large quantities of . . . nylon brushes in certain styles and types. The point I would like to make is that it behooves all branches of the trade . . . to promote the use of *good* nylon brushes. It is not only wisdom and economy *now*, but it could be an extremely valuable safeguard for the future. The longer lengths of hogs' bristles have been getting scarcer for years—even before the start of the war. And this trend is continuing to a point where it is questionable whether there will ever





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The bare notion interests me. Send full details of the Rheem “Design For Better Business.”

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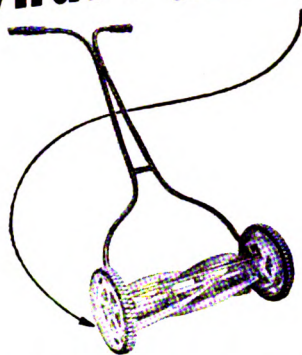
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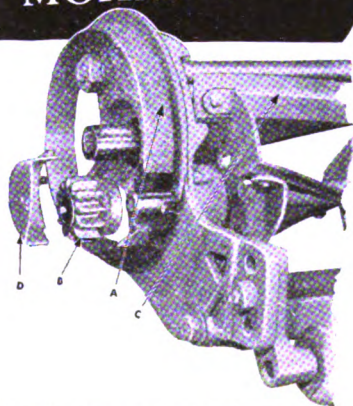
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**Tell 'em  
what's inside**



This year, lawn mower customers are going to require plenty of old-fashioned selling. The more you know about your merchandise, the more sales you'll make. Here are some real talking points about one of the year's outstanding mowers.

**The COLDWELL  
MOHAWK '48**



(A) Side frames and wheels are of cast iron, for strength. (B) Cast iron 12-tooth pinion meshes perfectly with wheel gear . . . gives steady power and smooth mowing. (C) Ball bearing mounted cutting reel has 5 special alloy steel blades for fast cutting. (D) Steel gear cover protects gears from dirt.

Add to these A-1 features things like rubber tires, tubular steel handle, beautiful paint job. You have a mower your customers can't resist—if you tell them!

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The Mohawk '48 is one of the complete Coldwell line—famous for quality since 1867.



**COLDWELL LAWN MOWER DIVISION**  
Coldwell-Philadelphia Lawn Mower Co., Inc.  
Newburgh, New York  
Subsidiary of Portable Products Corporation

be enough long length hog bristles to supply all the long stock brushes the trade demands. Nylon brushes have filled a great void over the past few years. They are filling a void now and may be counted on to fill an even greater and possibly more

serious void some time in the future.

"So that's why we say—sell . . . Nylons! Not to the exclusion of good animal-bristle brushes, of course, but along with them. Sell 'em both! It's to your interests. It's to your trade's interests."

## Letters Regarding Cutlery

Received By Our Contributing  
Editor—Saunders Norvell

Dear Mr. Norvell:

For a great many years I have been a constant reader of *HARDWARE AGE* and I have always looked forward in anticipation to articles contributed by your good self which I never fail to read with a great deal of pleasure.

When I arrived at our plant on the morning of October 23rd, copy of the October 9th issue of *HARDWARE AGE* was on my desk and, after I had attended to my morning mail, I thumbed over this grand journal until I came to your article on cutlery commencing on page 264. I proceeded to read it with a great deal of interest and I wish to compliment you on this very able contribution, particularly in view of the fact that it is written by a man who, like myself, has always been fond of cutlery.

### A Genuine Penknife

I was particularly interested in your comment on penknives. I happened to be in the British Isles during the months of October, November and December last year on a business trip, during which I spent one week in Sheffield calling on the cutlery and tool manufacturers there who have, for a great many years, supplied us with merchandise. I, of course, called on the old and renowned cutlery firm of Joseph Rodgers & Sons Ltd. and during my conversation with Mr. Randolph Crowder, one of their directors, he

asked me if I had ever seen or sold a genuine penknife. I, of course, was greatly taken back and did not understand what he was driving at because, during the 10 years that I was a traveling salesman for our company, cutlery was one line that I particularly loved to sell. I always did a nice volume on Rodgers, Wostenholm and all the other various brands we distributed which included pen and jack knives. So after a little fencing around, Mr. Crowder opened his desk and handed me what he termed a genuine penknife for making quill pens. He stated that they had not manufactured any of these for a great many years. If my memory serves me rightly, he said the last shipment they made to any country was to India around the year 1915. He only had two of these penknives left and he made me a present of one of them to take back to Winnipeg with me as a memento of my visit.

In all probability, in view of your long association with the hardware business, and your wide knowledge of cutlery, you have already seen and know all about this genuine penknife. However, if for nothing else than to bring back old memories to you, I am forwarding this penknife to you by registered mail under separate cover, care of *HARDWARE AGE*, New York City, so no doubt you will receive it in due course.

Upon examination, you will note that it comprises a fine pen blade for cutting the quills diagonally,



Here is the genuine penknife used in making quill pens which is discussed in this letter. It's well worth examining carefully.





Merchandise and merchandising smoothly coordinated for volume sales—that's Tru-Test's program for independent hardware retailers! For Tru-Test brings you nationally advertised products of outstanding quality and tested value...and provides a complete, continuous program of forceful, low-cost promotion to the consumer, imprinted

with your name. *Only* through Tru-Test and your Tru-Test Distributor can you obtain a program so closely geared to your needs...so comprehensive, modern and effective. Ask your Tru-Test Distributor, whose name you will find below, for full information. Today!

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also a die for forming the pen, and a small push button trimmer to trim off the pen point.

In my opinion, this penknife is a work of art and is a very valuable souvenir so after it has served its purpose, I shall greatly appreciate your returning it to me by registered mail.

Yours truly,

D. B. THOMPSON

Merchandise Manager

The J. H. Ashdown Hardware Co.  
Limited, Winnipeg, Canada.

\* \* \*

Dear Mr. Norvell:

Your contributed articles in **HARDWARE AGE** are always interesting, and I am glad you have directed attention to cutlery. After all, that's a line that most certainly does belong to hardware and it should be a line that comes to mind whenever we think of a hardware store. Perhaps as we get older we don't miss the pocket knife and our children and grandchildren perhaps don't consider it as an essential part in the boy's daily life. Even when we ourselves grew older, the pocket knife did not always have the same place that it one time filled.

I see one of your correspondents on a check found that three out of 10 individuals carried a pocket knife and, as he pointed out, that does present an opportunity for increased business. I think with our mutual friend Luther Stein that we should get away from thinking about what can be produced for 10, 25 or 50 cents. To that extent we all could be better merchandisers because when I see what some of the toy makers can ask for the kind of goods they turn out—and ask it with a straight face, and when I think about what the chewing gum and candy bar and novelty makers can get for their product — well, we should go back to that atmosphere of your earlier life and emphasize that the recollection of quality actually will remain long after the price is forgotten. Perhaps we should have a rebirth and return to the faith of our fathers.

I am wishing for you a joyous holiday season and continued opportunity for service for I am sure you are still happiest when busiest.

Cordially yours,

W. F. KENNEDY

Ott-Heiskell Co., Wheeling, W. Va.

\* \* \*

Dear Mr. Norvell:

I thoroughly enjoy your articles about cutlery in **HARDWARE AGE** and, during the modest connection I have



had with the business, I have enjoyed selling cutlery very much.

By force of circumstance, I got started to sell cutlery during the depression. I bought a dozen pocket knives that I could sell for 50 cents and my first sale was to a man working in his garden.

One other sale I remember — I went up on a porch and showed my wares to an old man. He asked me a question which I never forgot—“What does an old man 88 years old want to buy a pocket knife for?” Well, he bought a red-handled Remington with one small spear and one large clip blade. That was 15 years ago and his daughter told me recently that it was around the house yet.

### A Personalized Item

A pocket knife is a very personalized item; every man has his own idea—the first reaction upon being approached with a new knife is for him to reach in his pocket and relate a story about the old one. I used to bet with myself as to which pocket he would reach into for it.

I also learned something about what is now termed “psychology.” I used to thrust a quantity of household knives in a 5-ft. roll—go up on the porch, ring the bell and when the lady opened the door—flip out the roll on the porch and flap back the covers quickly. I noticed on several occasions that the lady would sort of cringe or pull back—it was *too quick, too sharp* and “stabby.” I then put them under the loops “every-other” and that seemed to work better.

Yes, I’ve quietly smoothed my hair and run those fingers over the gritty shear-blades and they wondered how I “worked” it to make them cut so smoothly. Just more “psychology.”

### Still Likes Cutlery

During the war my attention has been diverted to other lines which were available, but I still have a liking for fine cutlery and tools because *I know* that the quality item is easier to sell than the cheap one.

I enjoy your articles on cutlery and if a “one-man band” could presume to offer an opinion about a matter that has so many ramifications as the cutlery industry, I would say that your articles are doing the industry good.

Yours truly,

Roy P. McConahay

Van Wert, Ohio

JANUARY 29, 1948



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Right now—you can get started earning 3-way profits with American Rental Sanders!

You profit with *rental fees*—and most stores find that Americans pay for themselves the first year from rental fees alone! You profit with *plus sales* of other items . . . abrasives, floor finishes, brushes, wax and other supplies. You profit with *greater goodwill*—your customers appreciate the convenience and savings with an American sander rental service. Send today for profit-plan booklet. No obligation.

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Send 12-page illustrated free booklet showing how to make money in the floor sander rental business; also details and prices on American Rental Sanders.

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# Stove Manufacturers Finish Year With Highest Production Levels

*Sheldon Coleman Heads Stove Institute*



**SHELDON COLEMAN**  
*President*

production in nine months totaled 1,082,000 units, as compared to 1,174,000 units in 12 months of 1946.

The space heating picture, Mr. Cotes remarked, shows even more startling changes. In the first nine months of 1947, gas space heater production was 350,000 units above the figure for the entire year 1946, and oil space heater production in nine months was 300,000 units above the total figure for last year. Only in the coal heating industry was there a drop in production evident for 1947. Of a total of 4,250,000 heating stoves, produced in the first nine months of 1947, 22½ per cent were coal and wood-burning, 38½ per cent gas-burning, and 39 per cent oil-burning.



**ALDEN P. CHESTER**  
*Vice-President*

**M**EETING Dec. 1-3 for its annual convention at Cincinnati, Ohio, the Institute of Cooking and Heating Appliance Manufacturers, Washington, D. C., heard M. F. Cotes, vice-president, Motor Wheel Corp., Lansing, Mich., and president of the Institute review the past year as one in which production of all types of cooking appliances, except coal and wood ranges and combination ranges, was above pre-war park levels. Electric ranges headed the field with a 100 per cent gain over the base period, 1940-1941.

The manufacturers in convention elected as their president, Sheldon Coleman, executive vice-president, The Coleman Co., Inc., Wichita, Kan.

## Production Figures

Mr. Coates, in his president's 1947 report, citing Census Bureau production figures, pointed out that electric range production in the first three quarters of the year totaled 834,000 units, as compared with 577,000 units for the entire year 1946. Gas range production (including standard apartment and bungalow types) for the first nine months of 1947 totaled 1,659,000 as compared to 1,765,000 units for the entire year 1946. Kerosene stove

## Inventories Low

Inventories of all types of stove products are still at a low level, and backlogs of unfilled orders approximate six months' production on cooking appliances, and nine or 10 months' production on heating appliances.

These statistical data, Mr. Cotes remarked, seem to point the way to another year of good business for the stove industry. "But the rosy picture is not without clouds on the horizon," he said. "We are already

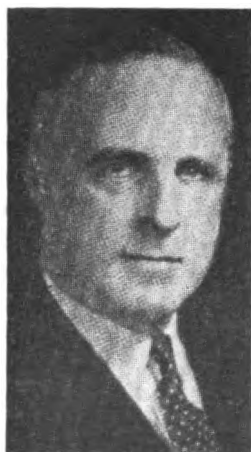
faced with serious steel shortages, and some of our people have been forced to buy steel at premium prices to keep their men working and their plants in operation."

Another problem facing the stove industry, according to Mr. Cotes, is a probable shortage of fuels. Department of Interior statements on the conservation of fuels by homeowners and industry and the urgings to change fuel types of appliances only after checking carefully on local fuel supplies, Mr. Cotes felt, may result in radical and unforeseen changes in the industry's geographical distribution patterns.

## Officers Elected

Elected at the convention to serve with the new president, Sheldon Coleman, were: executive vice-president, Stanley E. Little, vice-president, American Stove Co., St. Louis, Mo.; vice-president in charge of publications, Fred A. Kaiser, assistant to president, Detroit-Michigan Stove Co., Detroit, Mich.; vice-president, chairman of membership committee, Alden P. Chester, president, Globe-American Corp., Kokomo, Ind.; vice-president in charge of meetings, A. K. Walton, vice-president, Newark Stove Co., Newark, Ohio, and secretary.

*(Continued on page 113)*



**SAMUEL DUNCKEL**  
*Managing Director*

# Color *now adds* **SALES EXCITEMENT!**



An exciting variety of beautiful colors—soft, glowing shades—azure blue, shell pink, hibiscus red, verano green—a cavalcade of color to quicken the pulse of any woman. Oxco Brushes now offer American housewives one more means of expressing their personalities in color within their own homes.

Made of a war-born plastic material—Wynene—a lustrous, flexible, highly resilient but soft bristle that is impervious to water, color-fast and extremely durable. A complete assortment of Oxco Wynene Brushes in color—twisted wire and stapled in wood—is now available for all household purposes. Top quality in materials, workmanship and styling—made by the company which for 63 years has set the standard of manufacturing excellence for the entire brush industry.

**Stock Oxco Wynene Brushes in color; take a ride on the crest of their profit wave of popularity . . . If your jobber can't supply you, we'll give you the name of the one who will.**



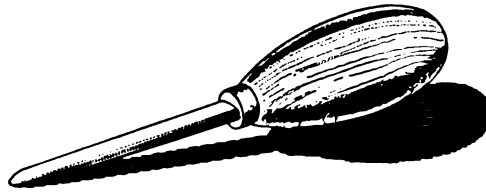
FOUNDED 1884

# OX FIBRE BRUSH CO.

INCORPORATED  
FREDERICK, MARYLAND

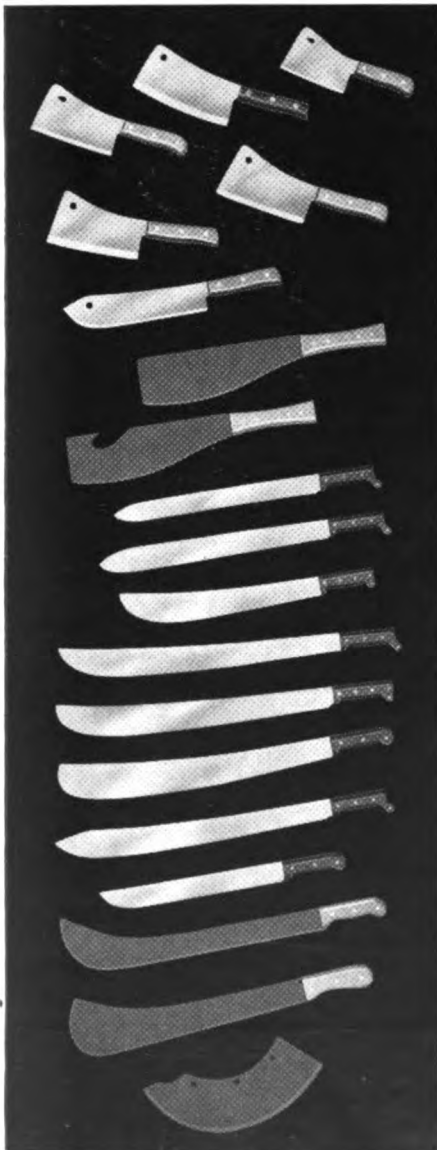


STARTING 53 YEARS AGO WITH AN OYSTER KNIFE...



## we are now making all these cutlery items for the Hardware Trade

STEAK KNIVES • BUTCHER KNIVES • BONING KNIVES • SCIMITER KNIVES • OYSTER KNIVES • CLAM KNIVES • CLEAVERS  
ICE PICKS • ICE CHIPPERS • CORN KNIVES • AWLS • MACHETES • FISH KNIVES • OYSTER TONGS • CLAM RAKES



Here are most of the things we make for you to sell. Coming at you an item or two at a time in our advertising, the products we've added since 1895 may not have fully registered.

We're still tucked away on Maryland's Eastern Shore, where the Briddell business began. The plant is larger, employees more numerous, national consumer advertising in operation, a national and foreign trade enjoyed—but the craft principles of the founder are still in effect.

On a hand tool the Briddell name means what it meant 53 years ago—quality unskimped, in workmanship or materials. The best, in short, that we know how to make.

*Important P.S.:* It is to your advantage to cash in on Briddell consumer-standing by carrying the complete line. Hardware jobbers now have a well-assorted stock, can fill your order promptly.



## Stove Manufacturers Finish Year With Highest Production Levels

(Continued from page 110)

tary-treasurer, J. Leonard Raulston, secretary-treasurer United States Stove Co., South Pittsburgh, Tenn. Samuel Dunkel is managing-director of The Institute of Cooking and Heating Appliance Manufacturers with headquarters at the Shoreham Hotel, Washington 8, D. C.

The 1948 board of trustees and alternates elected by mail ballot are: Atlantic Seaboard trustees, Ernest Bancroft, general manager, The Floyd-Wells Co., Royersford, Pa., and Walker Leach, treasurer, Glenwood Range Co., Taunton, Mass.; alternates, Nathan R. Klein, president, Caloric Stove Co., Topton, Pa., and F. J. Nugent, general manager, appliance sales, Rheem Mfg. Co., New York 22, N. Y.

Southern group of states: trustees, J. L. Raulston, general manager, United States Stove Co., South Pittsburgh, Tenn.; C. Ackerson, vice-president, Agricola Furnace Co., Gadsden, Ala.; Bolling Jones, Jr., president, The Atlanta Stove Works, Inc., Atlanta 2, Ga.; W. H. Martin, Jr., vice-president, King Stove & Range Co., Sheffield, Ala.; alternates, Neil H. Cargile, president, Allen Mfg. Co., Nashville 1, Tenn.; R. B. Hurt, vice-president, Hardwick Stove Co., Cleveland, Tenn.; K. H. Brown, secretary-treasurer, Brown Stove Works, Inc., Cleveland, Tenn.; L. H. Caldwell, president, Tennessee Stove Works, Chattanooga, Tenn.

Mid-Central group of states: trustees, Sheldon Coleman, executive vice-president, The Coleman Co., Inc., Wichita, Kan.; Alden P. Chester, president, Glove-American Corp., Kokomo, Ind.; M. F. Cotes, executive vice-president, Motor Wheel Corp., Lansing, Mich.; J. A. Drake, director of market research, Norge Division, Borg-Warner Corp., Detroit 26, Mich.; alternates, J. E. Russell, president, Majestic Mfg. Co., St. Louis 16, Mo.; A. K. Walton, vice-president, Newark Stove Co., Newark, Ohio; Stanley E. Little, vice-president, American Stove Co., Cleveland 3, Ohio; F. A. Kaiser, assistant to president, Detroit-Michigan Stove Co., Detroit 31, Mich.

Pacific Coast group of states: trustee, Clarence A. Miller, president, Kresky Mfg. Co., Inc., Petaluma, Calif., and alternate, Earle A. Mackey, president, Washington Stove Works, Everett, Wash.

# HANSON

## *The Straight Spring* **VIKING** *Triple checked for durable accuracy...*

The Hanson Viking is a strongly-built scale designed for use wherever weighing must be fast and accurate.

Viking Springs are TRIPLE checked for durability and accuracy, and are set in a case made of two tubular heavy steel telescoping members—load head is doubly reinforced and electrically welded to the outer member.

The dial is solid brass recessed for protection and has figures and graduations deeply etched for visibility. A red indicator makes recorded weights easily read.

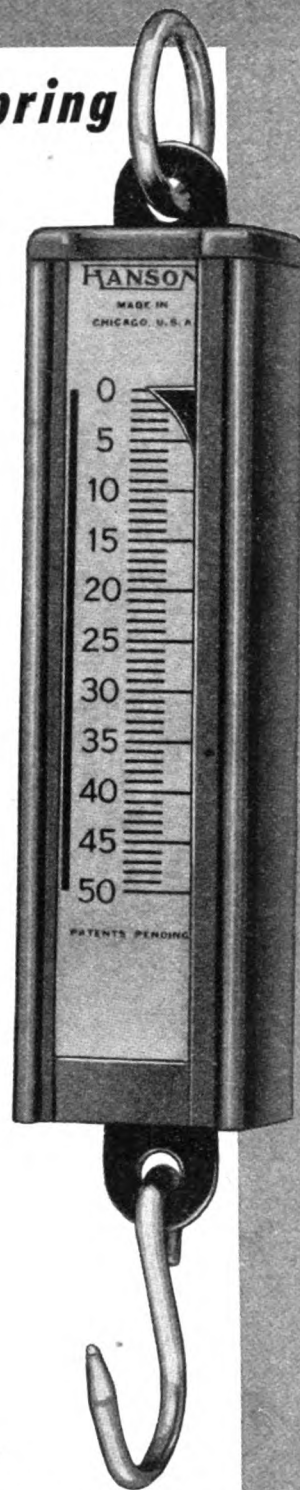
An adjusting screw at the bottom of the scale allows the indicator to be set at zero to offset the weight of a container.

Vikings available with capacities from 25 lbs. to 200 lbs.

*Your jobber can supply*

**HANSON SCALE COMPANY**

525 N. Ada St., Chicago 22, Illinois





GENERAL HARDWARE -- APPLIANCES -- PAINTS -- BUILDERS HARDWARE
TOOLS -- HOUSEWARE -- CATALOGS -- SPORTING GOODS --
TOYS -- GIFTS -- WHEEL GOODS -- SHELF HARDWARE
DISPLAY AIDS -- SPECIALTIES -- FARM
PLUMBING AND HEATING SUPPLIES
ELECTRICAL GOODS
POWER TOOLS
CORDAGE
WINE
INDUSTRIAL HARDWARE
HARDWARE -- LAWN AND GARDEN SUPPLIES -- ABRASIVE PRODUCTS

WHAT'S NEW  
in HARDWARE

### Benroy Garden Sprinkler

Benroy Co., 17 West 60th St., New York City 23, is introducing its rotating lawn and garden sprinkler, model



"A." Sprinkler is a colorful plastic flower on an aluminum stem that rotates and sprays a lawn up to 50 ft. diameter. It is machined from solid aluminum bar stock. Suggested to retail for \$1.98 the sprinkler is packed individually, 12 to a carton. Shipping weight of a carton is 7 lbs. Each carton includes a five-color counter display card, and 50 post cards in color. Maker states the sprinkler will not rust.

### Masback Catalogs

Masback, Inc., 330 Hudson St., New York 13, N. Y., has issued to all subscribers of the Masback catalog service copies of the electrical appliance

and the cutlery catalog. Electrical merchandise catalog contains 77 pages and the cutlery catalog 19 pages. Both fully describe and illustrate the items included.

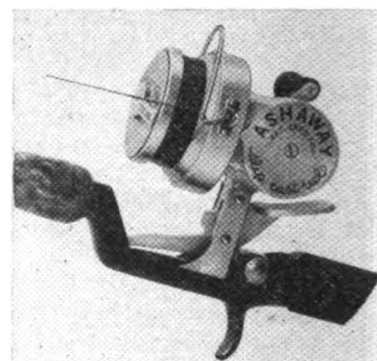
### 'C-Well' Industrial Luminator Set

Alcorn & Co., 159 Causeway St., Boston 14, Mass., is offering C-Well "Red-Boy" industrial luminator set. Designed for radio, automotive, plumbing, typewriter, office appliance and electrical use for mechanics and technicians. May be used along an arc, straight ahead, around a curve or around a corner. Unit, through its water clear Lucite tips will bend a white beam of light directly to the spot. Tips are light in weight and serve as an insulator. Maker claims they are practically unbreakable and are shaped for every purpose. Two cell light is plated with an enamel finish. Mazda bulb screws into a solid socket. Set consists of a "Red-Boy" light, batteries, Mazda bulb, three lucite tips, different shapes mounted on a platform, adaptor and protective case. Suggested to retail for \$4.



### Ashaway 'Slip-Cast' Reel

Ashaway, Inc., Westerly, R. I., is introducing the Ashaway Slip-Cast Reel, a fixed-spool spinning type reel. It can be used with bait casting and spinning



rods, mounts on top of the rod and reels with the right hand. Spool winding is at a right angle to the shaft of the rod and the line slips off the front of the reel. Line is engaged by a bale which holds it in place before casting, and which when rotated by the handle retrieves the cast. Trigger and arm device controls the line when the bale is disengaged. Pressure on the trigger holds the arm against the line while the rod is being raised for the cast. Since the spool does not revolve, maker states it cannot ever run. Line merely stops slipping off the spool. Suggested to retail for \$22.50.

### Jamesway Dealer

James Mfg. Co., Fort Atkinson, Wis., has resumed publication of the Jamesway Dealer, a magazine which reaches all of its 7000 poultry and barn equipment dealers. At the present the magazine will be published quarterly.

**FOR MORE PROFITABLE  
MERCHANDISING**



## **Step Up Sales With the Magnetic New CABINET LOCK SALESMAKER by EAGLE**

A miniature "store" in itself, the colorful new EAGLE Cabinet Lock Salesmaker is a complete merchandising unit—ready to attract customers, display the locks and help make the sale from the orderly stock maintained in this attractive counter display cabinet. It's just the thing to remind customers to buy. Built of wood and finished in bright red and yellow, the Salesmaker Display Cabinet features an assortment of nine popular cabinet locks. A sample of each lock is mounted on the underside of the cover to show its application. In the base of the Cabinet are nine compartments for holding a supply of the locks featured in the assortment. All locks and keys are wrapped in anti-tarnish tissue and held in their respective compartments. Thus, your stock can be kept clean and orderly at all times.

For ready reference, a pictorial price card identifying the locks with retail prices is included. Nothing has been left to chance to give you a forceful sales tool that will serve your needs for many months to come.



**America's First Lockmakers — Since 1833**

**EAGLE INDUSTRIES, INC.** Subsidiary of Bowser, Inc.

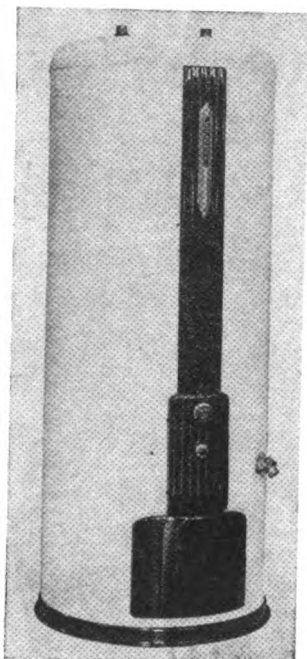
National Sales Representative of The Eagle Lock Company

110 North Franklin Street, Chicago 6, Ill.



## Coleman Gas Water Heater

The Coleman Co., Inc., Wichita, Kan., is introducing a LP-gas water heater engineered to use butane, pro-



pane or any mixture of liquefied petroleum gases. Streamlined outer casing is finished in white plastic enamel with maroon trim. Heater has 2 in. of blanket type fiber glass insulation on top and sides. Three sizes are available, 20 gal.—19½ by 19 by 47 in.; 30 gal.—21½ by 21½ by 53¼ in., and the 45-gal. storage capacity, 23½ by 23½ by 60½ in. Appliance features an all-steel atmospheric burner. Ribber-type gas ports, raised about ½ in. above the burner body are shaped to permit secondary air to make free contact with the flames. Burner which is easily removed for inspection and servicing, is equipped with a 100 per cent safety pilot. Heater uses the Grayson Unicontrol "A" which consolidates the thermostat, 100 per cent safety shut-off valve, main gas cock, gas flow control valve and pilot valve in one unit. Starting with a full tank of hot water, 20-gal. size will deliver 48 gal. of water the first hour, and 28 gal. of hot water every hour thereafter.

## Remington Shooting Pamphlet

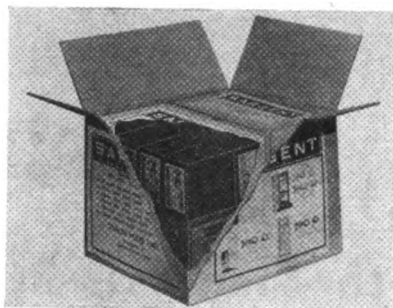
Remington Arms Co., Bridgeport, Conn., is offering for distribution an illustrated booklet entitled, "How To Have Fun With A Remington Hand-trap." Every type of game shot, from a bobbing rabbit to a high flying duck can be simulated with the handtrap and shooters can quickly get their eyes in by a bit of practice with clay targets under circumstances closely approximating natural conditions. Includes illustrated instructions on throwing various types of angle shots so the gun-

# WHAT'S NEW

ner can get a preview of the varied chances he may encounter in a day's hunt.

## Sargent's Merchandising

A new builder's hardware merchandising plan is offered by *Sargent & Co.*, 45 Water St., New Haven, Conn., Known as the Quality House Unit Package, all the lock and latch sets needed for two average small homes are packed as a unit in one large container. It is designed for easy handling, and quick identification of the lock or latch set for each door. Inside the master carton, the lock and latch sets are packed as complete house units; each individual lock or latch set being packaged in a separate box—the carton suitably labeled for the openings for which they are intended. The front door sets are the Sargent Integrallock—



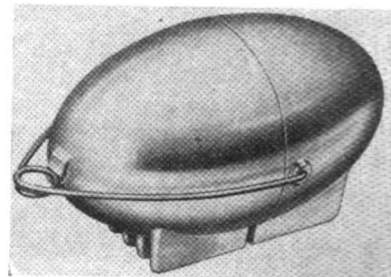
a precision built lock designed for small homes. Rear door set is a pin tumbler type lock and is keyed to the same key as the front door set. All sets are furnished in solid brass in several finishes. Each unit in the complete package is conspicuously marked with the open stock number that applies.

## Credit Manual

National Association of Credit Men, 1 Park Ave., New York City 16, has issued the 1948 edition of the Credit Manual of Commercial Laws. A check list of the legal phases of business transactions is provided as an introduction. Manual provides a ready reference for every day problems which arise in manufacturing and wholesaling business transactions such as contracts, laws of sales, secured credits, statutes of frauds, rights of married women, effect of community-property laws on credits, state fair trade laws, negotiable instruments, federal anti-trust and trade regulations laws, bonds to protect material suppliers on public contracts, etc. Manual contains 780 pages and is available for \$10.

## Individual Potato Baker

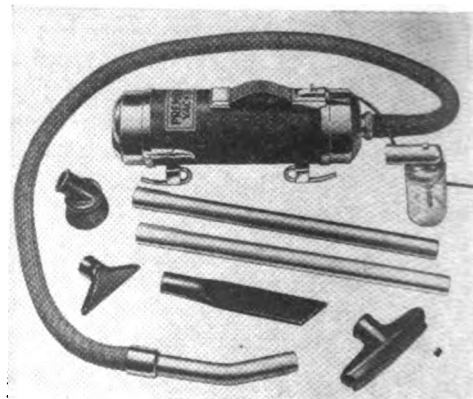
Kelray Products, 1149 W. Formosa Ave., Hollywood 46, Cal., is offering an individual potato baker made of cast



aluminum. To use, impale the potato on the rod inside the potato baker, close and secure the two halves of the shell and set over a low flame on top of the stove. Suggested to retail for \$2.75. Claimed to cut the baking time of the potato 20 per cent.

## Premier Vac-Kit "71"

General Electric Co., Premier Vacuum Cleaner Division, 1900 Superior Ave., Cleveland 14, Ohio, is offering the Premier Vac-Kit "71." Improved kit is designed to meet above the floor house-cleaning needs and is longer and more powerful than its predecessor. Kit weighs 7½ lbs., and is 5¼ in. in diameter by 17½ in. long. With its powerful motor and eight easily attached tools, it is claimed to provide sufficient suction and blowing power for cleaning draperies, upholstered furniture, walls, and high up hard to get at places. Kit is built of heavy gage steel, painted in maroon crinkle with chromium plated end caps. Suggested retail selling price of this unit is \$44.75. Unit is packed in a corrugated carton including a tray section of the same material providing a space for each tool. Equipped with 6 ft. hose, reinforced, of braided construction.



# Columbian



## THE PREFERRED LINE...

Men who work with ropes prefer Columbian—the rope that is easier to handle and that stays on the job longer.

Columbian Rope is preserved and water-proofed by an exclusive process that keeps it flexible and easy-working regardless of wetting or age. This same Columbian treatment staves off rotting, maintains full strength of the rope longer.

Whatever your need, Columbian is the preferred line. Columbian's correct lay means perfect balance and no kinking.

You can always tell genuine Columbian Pure Manila Rope by the red, white, and blue surface markers running through one strand in  $\frac{3}{4}$ " sizes and larger. Insist on the red, white, and blue proof of top rope quality . . . Columbian Pure Manila Rope.

**COLUMBIAN ROPE COMPANY**

400-70 Genesee St., Auburn, "The Cordage City", N. Y.



Red  
White  
Blue

PURE MANILA

Purse-seining for tuna

# Columbian Rope



# How much LOST WORK TIME

do colds cost you  
each year?



Many wholesalers are furnishing  
**PYOGEN** to their employees to  
try to avoid loss of time from  
the job due to possible colds.

**PYOGEN** has been sold to industrial  
plants and wholesalers in every state  
but three during the past year for  
use by their employees.

**PYOGEN** is applied to the nose  
by atomizer and is suggested as an  
aid in soothing minor irritations of  
the nose, throat and mouth—irrita-  
tions that might render one more  
susceptible to colds.



Try **PYOGEN** in  
your organiza-  
tion. We will tell  
you about its  
use by manufac-  
turers and whole-  
salers—and give  
you prices and  
discounts if you  
will write us.

**PYOGEN**  
TRADE MARK

**PYOGEN PRODUCTS INC.**  
15050 Greenfield Road, Detroit 27, Mich.

Please send further information about  
**PYOGEN**, and also prices and discounts.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

## Dormeyer Power Chef

**A. F. Dormeyer Mfg. Co.**, 4316 N.  
Kilpatrick Ave., Chicago, Ill., is intro-  
ducing a deluxe new mixer incorpo-  
rating a new style base which permits  
a streamlined silhouette. Beneath the



base are two large U-shaped rubber  
cushions providing quieter operation  
and greater stability. Other innovations  
featured include: Power-guide mixing,  
enables housewife to choose from 10  
recipe tested speeds for mixing, whip-  
ping, beating, juicing, etc., by turning  
the dial; front-end juicing and a re-  
cessed turntable for the bowl enabling  
easier cleaning, being adjustable for  
the use of mixing bowls other than  
the matched large and small bowls of  
glassware supplied. Roll-away draining  
allows beaters to be tilted to one side  
rather than lifted when bowl is re-  
moved. Magic mix arm floats the beater  
from side to center of the bowl. Mixer  
is suggested to retail for \$37.50.

## G.E. Electronic Tubes

**General Electric Co.**, Syracuse, N. Y.,  
is offering 52 additional types of elec-  
tronic tubes to solve the radio service-  
men's problem of incomplete radio set  
repair due to the lack of key tubes to  
install in receivers. 52 types are in-  
cluded in the group which represent  
less than 20 per cent of the replace-  
ment demand. Tubes, which are needed  
for repair of a wide range of sets dat-  
ing back to 1933 or 1934, are being  
shipped to Ken-Rod and G. E. distrib-  
utors throughout the country.

## Handee Display

**Chicago Wheel & Mfg. Co.**, 1101  
West Monroe St., Chicago 7, Ill., is  
offering a window or counter display,  
electrically lighted, featuring Handee,

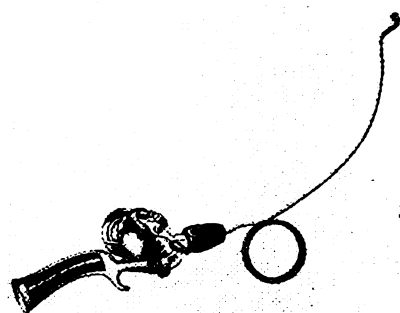


## WHAT'S NEW

tool of 1001 uses. Sign is 10 by 12  
in. Steel case is powered with a self-  
contained electric fixture having a low  
current drain, according to the maker.  
The nationally advertised logotype on  
Handee, tool of 1001 uses, featured in  
the sign, assures customer recognition  
and directs traffic to the hobby depart-  
ment.

## Stubcaster Fishing Rod

**Waltco Products, Division of Klein-  
way, Inc.**, 2300 W. 49th St., Chicago  
9, Ill., is introducing its Stubcaster  
fishing rod which measures 20 in. over-  
all and breaks down to 14 in. for carry-



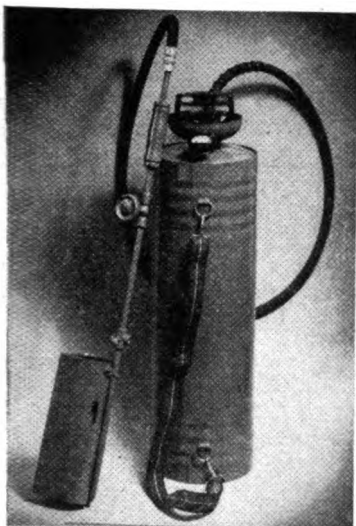
ing in tackle box. Coil spring construc-  
tion is said to give full rod action in  
playing a fish. Rod's handle is of the  
pistol grip design. Stubcaster is sug-  
gested to retail for \$5.95 for the cad-  
mium plated model, stainless steel  
model being slightly higher. Length  
makes it ideal for casting close in  
streams or fishing 3 or 4 in a boat.

## Nylon Baby Bottle Brushes

**Kellogg Brush Mfg. Co.**, Westfield,  
Mass., is offering Nylon baby bottle  
brushes with bright finishes. Corrosion  
resistant wire is used for the brushes.



Baby's face design is molded in pink  
and blue plastic on the handle. Brush  
is said to fit all types of baby bottles.  
Features special bristle trim with fan-  
shaped end for reaching and cleaning  
bottom of bottle. Twelve brushes are  
mounted on an attractive full color  
counter merchandiser, 6 pink handled  
and 6 blue handled. Suggested to retail  
for 60 cents each.



### Flame Thrower

Otto Bernz Co., Inc., 280 Lyell Ave., Rochester 6, N. Y., offers flame thrower with a flame 20 in. long. Unit has over 2,000 deg. F. temperature. It is equipped with a burner that is said to be safe, economical and dependable. Model 93D consists of a 4-gal. steel tank, powerful pump, six ft. of oil resisting hose and enclosed burner. Tank is equipped with an adjustable shoulder strap and the burner has an improved handle which provides proper leverage from

any angle, says maker. Packed in single cartons, shipping weight 20 lbs. May be used for burning weeds, poison ivy control, melting ice and snow, pavement work, cleaning driveways and roads, etc.

### Magnetic Farmstarter

Westinghouse Electric Corp., 306 Fourth Ave. Pittsburgh 30, Pa., has designed a magnetic Farmstarter for single phase motors for farm applications and it is intended for across the line motor starting service. Two models are available with either built-in push-button or selector switch control station. Former provides protection against unexpected restarting following a power outage and the latter automatic control by means of time clock, pressure switch, etc., and automatic restarting after power outage. Three sizes are available—3, 5, and 7½ hp. farmstarters for 230 volt service. The 3 and 5 hp. size have dual voltage coils and will handle a 1½ and 3 hp. motor respectively when connected for 115 volt service.

### Dynacycle Bike Motor

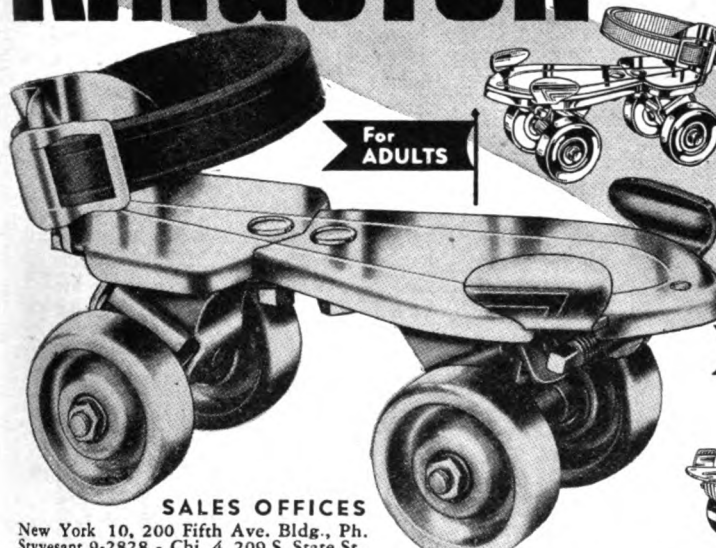
The Dynacycle Mfg. Co., 3132 Locust St., St. Louis 3, Mo., is offering a power unit for bicycles, the Dynacycle. It features a self-contained power package



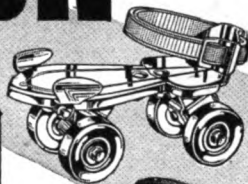
which attaches at the pedal socket, giving it a low center of gravity, ease of installation on either men's or women's ballooned-tired bicycles, automatic clutch, and one pedal control system. Engine, transmission, automatic clutch, fuel tank, foot control pedal, and ignition system are built as an integral unit. Synthetic rubber bushings inserted within the crank housing absorb engine pulsation and minimize vibration to the frame, says maker. Power transmission system consists of helical precision cut alloy steel gears, running in a lubricant bath on anti-friction bearings within a fully enclosed pressed steel housing of aircraft design. Rear wheel hub comprises a 5 in. diameter internal expanding automotive type brake having over 17 sq. in. of effective braking area, says maker. Dynacycle has an easy kick starter with one moving part, and a 4 cycle 3 hp. air-cooled engine. Speeds up to 45 miles per hr., and 250-300 miles per 2 gal. tank of gas.

# KINGSTON

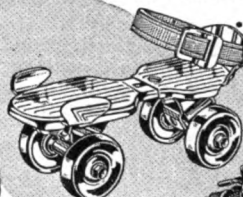
## MANUFACTURES THE MOST COMPLETE LINE OF BALL BEARING ROLLER SKATES IN THE INDUSTRY . . . .



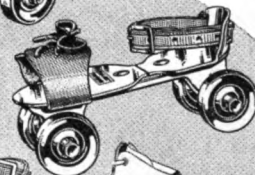
For  
ADULTS



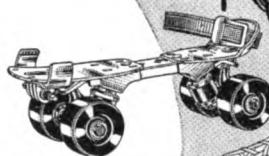
Kingston builds only QUALITY PRODUCTS . . . . At the same time meets the demand of the POPULAR PRICED market . . . . Thus making it possible for the dealer to enjoy an ATTRACTIVE MARGIN OF PROFIT.



For  
TEEN AGERS



For  
TINY TOTS



For  
RINK SKATERS all ages



### SALES OFFICES

New York 10, 200 Fifth Ave. Bldg., Ph. Sykesant 9-2828 - Chi. 4, 209 S. State St., Ph. Web. 7853 - Omaha 3, 3325 N. 42nd St., Ph. Ken. 4274 - Los Angeles 15, 730 W. 10th Place, Ph. Rich. 2171 - Seattle 7, 2840 W. 93rd St. Ph. Hem. 2426 - Atlanta 3, 70 Houston St. N. E., Ph. Jackson 5295 - Canadian, Montreal, West Canada, 231 Percival Ave. - Vancouver, B. C., 119 W. Pender St. - Export Office, 112 E. 19th St., N. Y. 3, N. Y., Ph. Gramercy 3-6958

## KINGSTON PRODUCTS CORPORATION

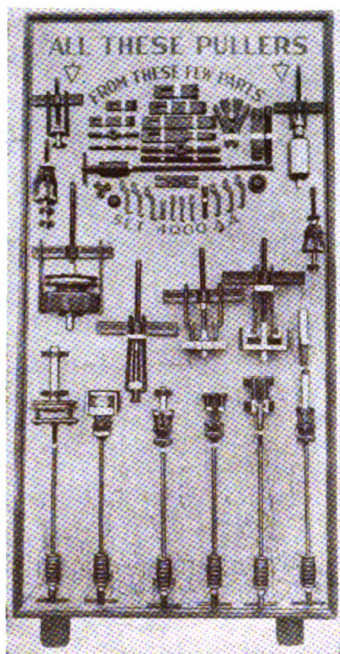
## Dept. HA-1

## Kokomo, Ind.



## Master Puller Set

Plomb Tool Co., Los Angeles 54, Cal., has designed a master puller set to save time and expense. With the parts furnished it is said to be possible to as-



semble any Plomb slide hammer, light-duty, medium-duty or heavy-duty puller. Set includes a wheel puller, blind bearing puller, single jaw puller and a cap screw crossarm. Set 4000AA has 42 items. This small number is made possible by the interchangeability of Plomb's puller parts.

## Globe Plumbing Catalog

Globe Plumbing Supply Co., 601 N. Washington Ave., Minneapolis 1, Minn., has issued a new catalog which is to be followed by a companion price book. Catalog lists, illustrates and describes—plumbing, heating well and electrical supplies, appliances and tile board.

## GRC's Cup Hooks Carded

Gries Reproducer Corp., 780 E. 133rd St., New York City 54, has display carded its GRC's E-Z cup hooks. Hooks feature extra sharp points for easy starting. Enameled in red, green, blue

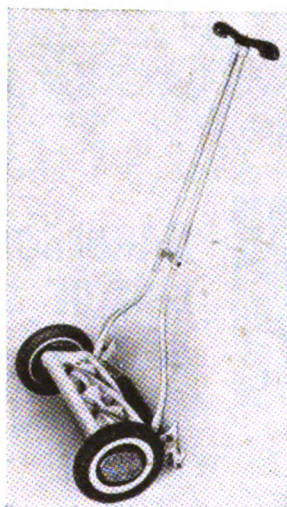


# WHAT'S NEW

and white, they are made of non-rusting cast zinc. Mounted 6 on a card, suggested to retail for 10 cents. Also available in brass and nickel finishes bulk-packed and carded.

## Hand Lawn Machine

Clemson Bros., Inc., Middletown, N. Y., is offering an improved hand lawn machine known as the Clemson Model E-17. It cuts a full 17-in. swath and yet weighs but 29 lb. Features—simpler stronger cutting height adjustment, divided rollers for easier turning, non-bobbing handle suspension, tight-fitting plastic wheel covers, and a shears bracket located on the handle. By turning two wing screws the reel can be aligned in relation to the bed-knife. Height of cut can be changed by pulling out two pins, letting them snap back into one of the 12 holes



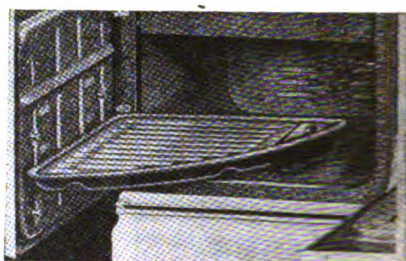
which provide for adjustments from  $\frac{1}{4}$  in. to over 2 in. Finished in automobile-type enamel, machine has molded plastic hand grips. Machine has bracket in handle cross-arm for grass clippers.

## Crescent Lite

Crescent Industries, Lighter Division, 10300 Van Dyke Ave., Detroit 5, Mich., is introducing the Crescent Lite all purpose lighter for fireplaces, gas ranges, oil stoves, or ovens. Also ideal for all types of outdoor fireplaces. Has a 4 in flame and a large fuel capacity. It is designed to harmonize with fireplace sets and is available in polished, brass and aluminum. Unit is fully automatic—slide back the barrel and the four large wicks are ignited at once. Extra flint is in the end of the handle. Any lighter fluid may be used with the Lite. Made in 12, 24 and 30 in. sizes.

## Florence 'Broilercue'

Florence Stove Co., Gardner, Mass., has designed a broiler which is known as the "Broilercue." It is made to



roast, broil and barbecue by constant temperature with radiant heat. Results claimed are a crisp brown crust outside, and tender, juicy meat on the inside. Unit features an arched reflecting roof which distributes heat evenly from a high speed burner over the entire broiling surface. Construction of the roof is said to protect fat drippings from direct heat, assuring smokeless operation. Porcelainized pan and aluminum grill, adjustable to three positions is mounted on the door. Door, pan and grill swing out away from the heat so meat and other food may be seen and turned with ease and comfort.

## Baby Porringer

Schmidt-Beverly, Inc., 6750 Stony Ave., Chicago, Ill., is offering a stainless metal alloy baby porringer suggested to retail for \$3.95. It can be used for both heating the baby's food and feeding it. Other uses include a nut or bon-bon dish, candle base, or if furnished with a small ladle, could be used for whipped cream or sauce. Hand polished, the porringer weighs 6 oz. Has a smooth rolled edge and a highly polished outside surface that is said not to stain. Maker claims it will not require polishing. Handle remains cool even when the hottest foods are served. Packaged in an attractive pink and blue gift box.





*Guaranteed*  
**TO SAVE  
PIPE WRENCH  
EXPENSE**

UNCONDITIONAL GUARANTEE  
If this Housing ever  
Breaks or Distorts we  
will replace it Free

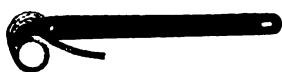
THE RIDGE TOOL CO.  
ELYRIA, O.



No wrench housing  
repair cost — or  
bother — with a

**RIDGID**

● It's powerful, it's easier to use, it's trouble-free — and that guaranteed housing practically ends upkeep expense. Like millions of users, your customers enjoy the easy spin of the adjustment nut in all sizes, 6" to 60," positive action jaws, handy pipe scale on hookjaw and comfort-grip



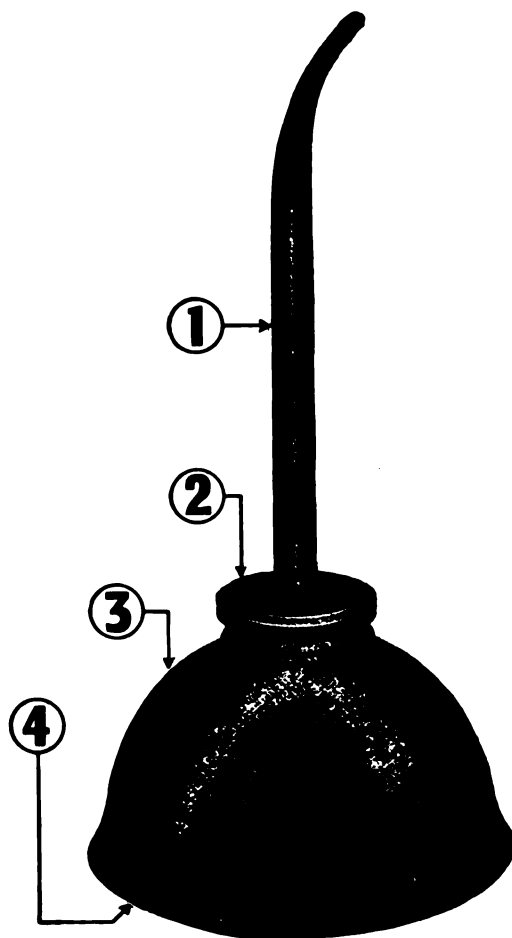
**RIDGID** Strap Wrench pro-  
tects polished pipe.

I-beam handle. There's steady easy profit in selling the efficiency and low cost of the popular **RIDGID**.

**RIDGID**

**WORK-SAVER PIPE TOOLS**

THE RIDGE TOOL COMPANY • ELYRIA, OHIO



## BUBL-A PRECISION OILER

Here's something new in oil cans—completely redesigned in construction and in appearance. Note these important features:

1. Seamless steel spout, cold drawn and swaged.
2. Durable brass cap threaded into unusually large filler hole.
3. Styled to fit the hand — finished in bright red enamel.
4. Spring steel bottom, expertly welded. An oil can made to last and designed to sell. Furnished in four sizes— $\frac{1}{2}$ ,  $\frac{1}{3}$ ,  $\frac{3}{4}$  and 1 pint capacities. Choice of six spout lengths—3", 4", 5", 6", 9" and 12" either straight or bent—flexible spout  $6\frac{1}{2}$ " long optional.

CANADIAN AGENT: 15 WELLWOOD AVE., TORONTO, CANADA

THE  
**ATLAS-ANSONIA**  
COMPANY

2468 STILES LANE, NORTH HAVEN, CONN., U. S. A.



## Bell Balanced Coffee Maker

The Buckeye Aluminum Co., Wooster, Ohio, is offering the 12-gage aluminum Bell Balanced coffee maker



which features a broad, heat holding base and extra thick, highly polished sides. When using an electric stove turn the heat off when the coffee begins to perc, the heat left in the plate will complete the process. When using gas, turn the heat to simmer after it starts to perc. Coffee maker has a 10-cup capacity. It is packed in case lots of six, weighing about 15 lb. Doubles as a teapot, beverage pitcher or small teakettle.

## American Rope Booklet

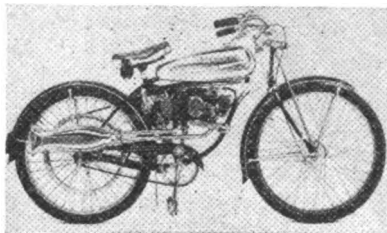
A rope booklet containing 36 pages has been issued by American Mfg. Co., Noble & West Sts., Brooklyn 22, N. Y. It includes a highlight of rope history

## WHAT'S NEW

going back 5,000 years, growing of fibres for cordage making and modern processing methods. Instructions for making splices, tying knots and riggin block and tackle is also included. Provides a rope strength chart. Booklet is 5 by 7 in. and is printed in two colors.

## Marman Twin Bike Motor

Marman Products Co., Inc., Box 89, Inglewood, Cal., is offering a Marman Twin bike motor. Chrome-plated, modern exterior of the Twin covers an en-



gine that is said to combine many features to cut maintenance and operating costs and give extra power and efficiency.

## Akron Hardware Display

Cabinet hardware counter display is finished in white with blue trim. Compact display board sets off the designs



and smart looks of Akron hinges, catches, handles and knobs. It is designed to make customers eye, then buy. Akron Hardware Mfg. Corp., 36-16-18 33rd St., Long Island City 1.

## Television Receiver

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City 11, is introducing a 10-in. television set suggested to retail for \$269.50.

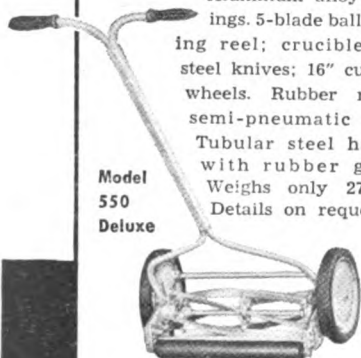
# Buckeye

### HAND MOWERS

MODEL 550 DeLuxe is beyond question the finest hand mower we have ever built. Light, smooth running, easy to push and popularly priced. This mower practically sells itself.

Aluminum alloy castings. 5-blade ball bearing reel; crucible tool steel knives; 16" cut. 10" wheels. Rubber roller; semi-pneumatic tires. Tubular steel handle with rubber grips. Weighs only 27 lbs. Details on request.

Model  
550  
Deluxe



# POWER KING Lawn Mower

## A THOROUGHLY DEPENDABLE POWER JOB

Tough aluminum alloy gives it lightness. Fine special steels, bronze and rubber assure precision quality. One of the best gasoline motors on the market provides dependable propulsion. A mower you can recommend with complete confidence. And best of all, the price is reasonable. 5-blade ball bearing reel. 20" cut. Easily mows up to three acres per day. WRITE NOW for details.

LIGHT  
STRONG  
MODERN

WEIGHS ONLY  
87 LBS.



LAWN MOWERS SINCE 1880

# MAST-FOOS

Manufacturing Co.  
Springfield, Ohio

HAND AND POWER LAWN MOWERS  
EXECUTIVE OFFICES 2-264 GENERAL MOTORS BLDG., DETROIT, MICH.

## Household Accessory Display Units

*Alto Mfg. Co.*, 1647 Wolfram St., Chicago, Ill., has designed a counter display unit to merchandise household accessories. Smart Set for the home beautiful is the name of the line. Packages are called "Silent Salesmen" and include drawer pulls, clothes pole sockets, corner braces, mirror picture frame wire, door handles, turn buttons and screen lifts. With this packaging the dealer will have better stock and inventory control of the items.



## Shelf Uprights

*S. A. Hirsh Mfg. Co.*, 3119 W. Lake St., Chicago 12, Ill., offers the Hirsh standard steel uprights, heavy duty upright designed for easy shelf construction for both well and island displays. Built specifically for hard lines, the unit comes completely assembled

and requires little effort for installation. Uprights are adjustable and finished in aluminum.

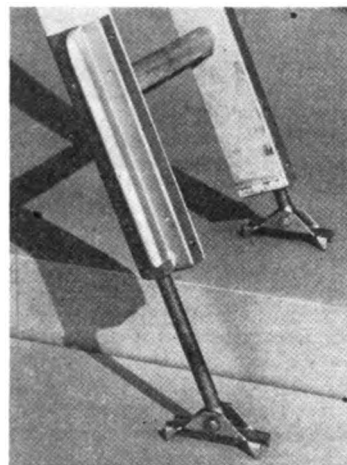
## Venetian Blind Type Window Ventilator

*Associated Venetian Blind Co., Inc.*, 940 W. Roosevelt Rd., Chicago, is introducing a new type of window ventilator in venetian blind style. Made of steel and aluminum with riveted construction, it is adjustable laterally to fit all windows. Model 934 from 18 to 34 in., and Model 946 from 4 to 46 in. prevents entrance of rain, eliminates drafts and insures privacy. Can be placed under window, or outside or inside window, so window can be fully closed. Available in six pastel colors of bond-erized galvanized baked enamel. Individually wrapped packed 12 or 24 to a carton. Model 934 is suggested to retail for \$1.89 and Model 946 for \$2.19. Both models are 9 in. tall.



## Auth Ladder Grip

*A. J. Auth Co.*, Muirkirk, Md., is making a ladder grip and leveler which will fit any standard extension ladder. Made of steel, each screw is capable of 8 in. of adjustment. Steel feet have case hardened gripping points. Maker says it holds fast on earth, brick, concrete or wood surfaces. Used on scaffolding ladders, it dispenses with the stocking and transporting of various size blocks used for leveling purposes. Packed one set per carton and shipped in master carton of 1 doz. Suggested to retail for \$5.95 per set.



# Sell Burpee Seeds

## and increase your spring sales

Write Today for Burpee 1948 Red List  
—Wholesale Prices for Dealers



**The Best-Known and Most-Advertised Brand**

"Burpee Seeds Grow" are household words wherever gardens grow in America

## W. Atlee Burpee Co.

Vegetable and Flower Seed Growers

Philadelphia 32,  
Pennsylvania

Sanford,  
Florida

Clinton,  
Iowa

**Burpee  
Seeds  
Grow**

Burpee's Red List is a valuable guide for you—in addition to the complete line of flower and vegetable seeds in colored packets to sell at 100% mark-up, it also contains wholesale prices on every variety in the larger units many of your customers often require—ounces, ¼ lbs., lbs., 10 lbs., 100 lbs., etc.

With the Burpee line you can sell market growers, florists and farmers as well as the leading home gardeners in your community.

You can also stock the new Burpee Hybrid Vegetables, and special Burpee flowers.

Unusual special sales leaders are available to attract new customers.

**Send Postcard or This Coupon Today**

—Be Ready With Your Seeds When Your Customers Want to Buy

**W. Atlee Burpee Co.**

Philadelphia 32, Pa.  
Clinton, Iowa  
Sanford, Florida

Rush to me by return mail Burpee's new 1948 Red List with wholesale prices on Flower and Vegetable Seeds.

Name .....

Street (or Box No.) .....

Zone .....

P. O. .... if any .... State .....



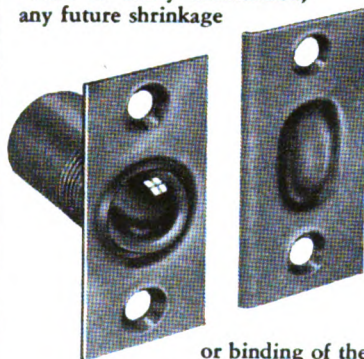
# This Rite Ball Latch Can't Jam

Two-point Adjustment  
(1) BALL PROJECTION  
(2) SPRING PRESSURE



**THE BALL** is the Rite answer for uniformly dependable action! The ball in a Rite

latch freely rotating at any angle allows a door to always open and close in an easy, positive manner. Correct distance between latch and strike is easily maintained, any future shrinkage



or binding of the door being compensated by means of a threaded cylinder. On the large size latch a further adjustment\* for ball-spring pressure is possible. This latch is a husky—use it on communicating and service doors with dummy trim. Use it on top of louver doors, on wardrobes, accordion doors and cabinets—you'll like it! Installation is quick and easy . . . strike serves as template for locating latch on jamb. Available in nine standard finishes—solid brass, of course!

#234\*, Face plate 2 1/8" x 1 1/4"—13/16" bore  
#434, Face plate 1 1/2" x 1 1/4"—9/16" bore



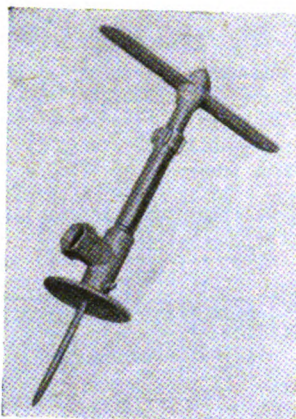
**ADAMS-RITE  
MANUFACTURING CO.**

540 WEST CHEVY CHASE DRIVE, GLENDALE 4,  
CALIFORNIA, U. S. A.

# WHAT'S NEW

## 'Silver Mist' Lawn Sprinkler

Cannon Electric, 3209 Humboldt St., Los Angeles 31, Cal., is introducing the "Silver Mist" lawn and garden



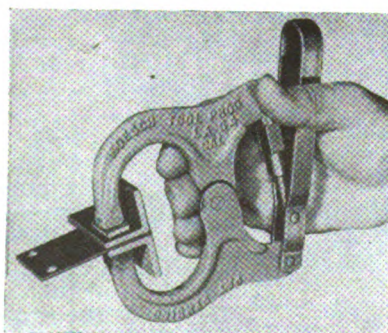
sprinkler which stands 14 in. above the ground and has a 9-in. whirling propeller with eight jet openings. Made of a non-ferrous metal alloy it is available with an anchor spike or sled base attachment. Propeller whirls on ball-bearings set in stainless steel races. When revolving at a speed induced by water pressures over 60 lb., a part of the spray atomizes.

## Adams Net Catalog

Adams Net & Twine Co., 701 N. Second St., St. Louis 2, Mo., has issued catalog No. 24, containing 11 pages which illustrate, describe and lists prices of the company's net and twine line.

## Quick Action Clamps

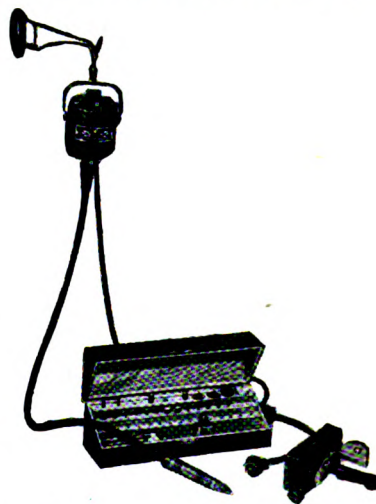
Roesch Tool Products Co., 8913 Olin St., Los Angeles 34, Cal., is introducing a quick action clamp that is claimed to hold up to three pieces of material immovable with sufficient clearance top and bottom to fit over T's, rolls, angles, channels, flanges, etc., and will cut



clamping and releasing time down. Roesch clamp is especially suitable for jigs in welding, or assembling where work involves clampings. Adjustable toggle handle opens jaws up to 2 1/2 in. and will clamp up to 1 1/4 in. of material. Made of processed steel, the clamp is suggested to retail for \$2.75 each or \$33 per doz.

## Flexible Shaft Tool Kit

Flex-O-Shaft Sales Co., Prairie View, Ill., is offering a Flexible Shaft Tool Kit designed for industrial, commercial and home use, where a wide range of speeds is required. Handpiece is made of aluminum. It is provided with three collets for standard 1/8 in. and 3/32 in. shank-mounted wheels; and will accommodate drills and special tools from 1/8 to .028 in. diameter. Motor cord



can be plugged into any 110 volt outlet. Bearing is completely shielded for grease retention and protection from grip and chips. Kit contains an assortment of 66 of the most popular tools as accessories packed in a wooden cabinet.

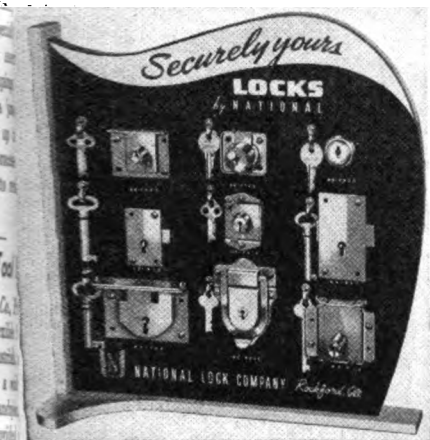
## Westinghouse Tell-All Tag

Westinghouse is introducing the "Tell-All" tag which is designed to sell while it tells. The name and dominant sales features of the appliance appear on the front page of the tag with the first few words or dominant feature in bold face type or capitals. Inside pages will answer questions in clear non-technical terms on what the appliance will do, how to use it to the best advantage, how to care for it and how it is made. Tell-All tag will also contain the manufacturer's guarantee or warranty on the products.—Westinghouse Electric Corp., 306 Fourth Ave., Box 1017, Pittsburgh 30, Pa.



## Lock Assortment

National Lock Co., Rockford, Ill., offers the "N-68" lock assortment made up of nine units said to answer a major share of dealers' lock requirements. Includes



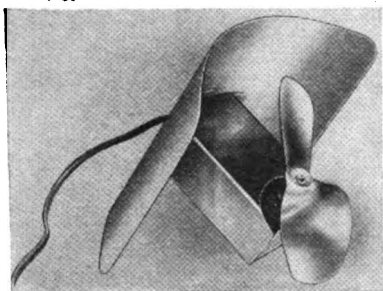
cludes chest, drawer, door and wardrobe locks. Each is individually packed in an attractive envelope complete with screws, strikes and keys. Visual, self-supporting demonstrator is offered with each assortment. Merchandiser is printed in orange and blue and shows the complete assortment mounted in position.

## Bobbie Pin Package

Smith Victory Corp., 2969 Main St., Buffalo, N. Y., is offering a bobbie pin purse pack made of polystyrene plastic. Pack contains 12 pins and is suggested to retail for 10 cents.

## Booster Fan

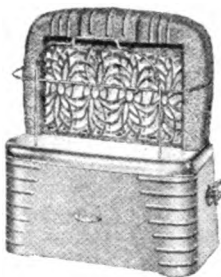
McLarty Systems, 206 W. Michigan Ave., Battle Creek, Mich., is offering a new model booster fan installed in the pipe to provide circulation to cold rooms that do not heat well by ordinary gravity circulation. Fan is self-cooled as it draws cool air from outside the heating pipe directly over the motor bearings. Fan is said to fit pipe sizes from 8 to 12 in., and connects to 110 volt house current. It can be operated by a thermostat in the cold room or by hand switching from a convenient outlet. Fan housing and blade are made of aluminum which will not rust or corrode. Motor is said to be sufficiently powered to provide circulation and not to use any more electricity than a 15 watt light bulb.



No. 720



No. 126



No. 274



★ CIRCULATORS

★ CIRCULATORS WITH RADIANTS

★ RADIANTS

**PLEASE HELP US TO HELP YOU** • The demand for Royal Gas Heaters continues far ahead of supply. You can help us to help you if you will place your specifications early for shipment when available. If you will check the Royal features you will see why Royal Gas Heaters are in such demand.

The demand for Royal Gas Heaters continues far ahead of supply. You can help us to help you if you will place your specifications early for shipment when available. If you will check the Royal features you will see why Royal Gas Heaters are in such demand.

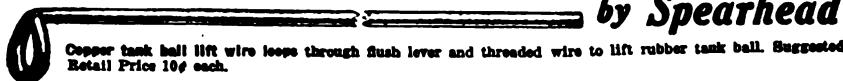
**CHATTANOOGA IMPLEMENT AND MANUFACTURING CO.**

CHATTANOOGA, TENNESSEE

MANUFACTURERS OF ROYAL GAS HEATERS  
ROYAL FIREPLACE FURNISHINGS  
KOL-GAS MAGAZINE HEATERS

## Profitable Plumbing Repair Items

by Spearhead

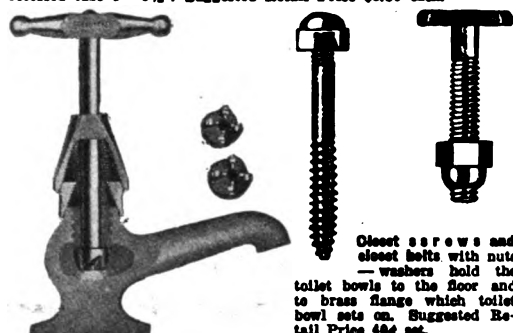


Copper tank ball lift wire loops through flush lever and threaded wire to lift rubber tank ball. Suggested Retail Price 10¢ each.

Copper tank ball wire—screws into rubber tank ball and is looped by lift wire. Suggested Retail Price 10¢ each.

Brass float rod—connects copper float to ball cock 8"-9"-10"-12". Suggested Retail Price 15¢ each.

Chromium plated shower rod with flanges to hold shower curtain for recessed tubs 5'-5½". Suggested Retail Price \$2.50 each.



Bibb seat dresser unit with 2 fine steel cutters—renews seats of faucets. Suggested Retail Price \$2.75 each.



These emergency repair items are needed by every home. Make more profit by selling these fast-moving Spearhead items. Attractively packaged, easy to sell. Ask your jobber about our complete line or if he can't supply you write direct to the factory.

**THE SPEARHEAD BOILER PLUG AND SPECIALTY CO.**  
706 Woodland Avenue  
Cleveland 15, Ohio

Brass overflow tube takes the overflow water through the flush valve. Suggested Retail Price 50¢ each.



Fit-All tank ball—flush ball for toilet tank. Suggested Retail Price 50¢ each.

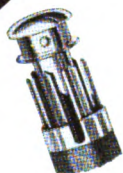


For man, woman or child

# "YANKEE"

No. 41 Automatic Drill

easiest to use . .  
easiest to sell

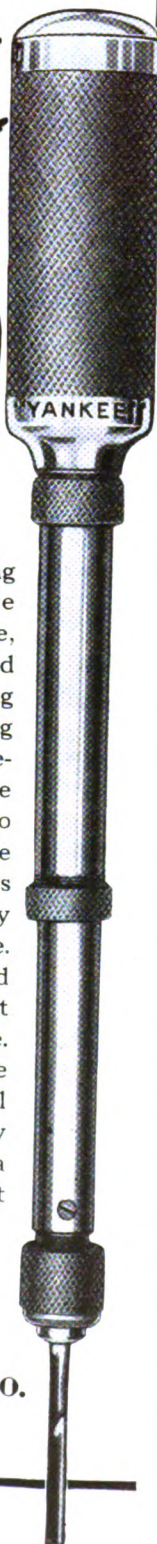


Push it! . . . nothing could be easier or more attractive to housewife, handyman or to the skilled mechanic. Sturdy spring in handle makes drilling any hole a simple, one-hand job. Return stroke revolves drill backward to clear chips. Magazine handle contains 8 drills . . .  $\frac{1}{16}$  to  $\frac{11}{64}$  inch . . . easy to see, select and replace. Drills easily inserted and removed from chuck; yet cannot pull out in use. Chromium plated, fine looking and sturdy as all "Yankee" Tools. Every one you sell makes a friend as well as a profit for you.

YANKEE TOOLS NOW PART OF  
**STANLEY**  
THE TOOL BOX OF THE WORLD

NORTH BROS. MFG. CO.

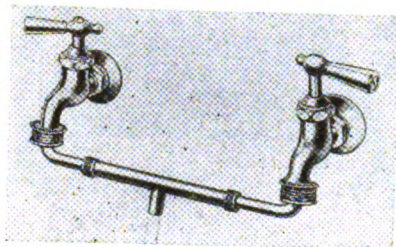
Philadelphia 33, Pa.



# WHAT'S NEW

## Solid Brass Water Mixer

Asquith Associates, Inc., 131 State St., Boston, Mass., is making a hot and cold water mixer made of solid brass with an improved chromium plating.



Has sturdy solid faucet connections, each containing a water filter. Equipped with adapter for smooth faucets. For threaded faucets, remove adapter and screw metal connection to faucet. Sliding bar allows expansion to fit wider faucet. Nozzle can be reversed to make drinking fountain. Suggested to retail for \$1.39. Packed 12 to a display box and 12 display boxes to master carton, shipping weight of which is 54 lb.

## Plastic Handles For Western Knife

Western States Cutlery Co., Boulder, Col., is introducing bright colored handles of smooth plastic for its knife with  $\frac{4}{8}$  in. blood groove blade, 8 in. over-all. Suggested to retail at \$3. Available with red, ivory, green and orange handles. Also offered is No. 48 BAP without the blood groove blade in  $\frac{3}{8}$  in. length at \$2.75, illustrated and the 3 in. blade at \$2.50. Blades are hand-ground of high carbon, electric-furnace chrome vanadium cutlery steel. Packed with sole leather embossed sheaths in a gift box.

## Luminous Paint Kit

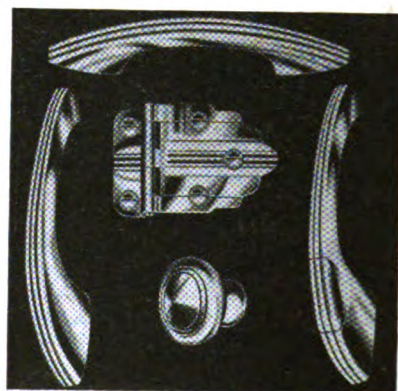
Fraymar Products, Inc., 225 W. 34th St., New York 1, is offering a luminous paint kit which consists of two bottles of luminous paint, blue glow, and



a violet glow and a brush. Paint is said to glow for a period of up to 12 hrs., and thereafter, brief exposure to light, natural or artificial will reactivate it for a like period of time. Can be used for electric switch plates, pull cords, lamp bases, door bells and toys. Contains no radium or phosphorus. Kit is 4 by 4 by  $1\frac{1}{7}$  in., and the shipping weight per gross kits is 52 lbs. Suggested retail selling price is 55 cents.

## 'Streamlux' Cabinet Hardware

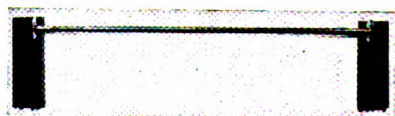
The American Cabinet Hardware Corp., Rockford, Ill., has available now for immediate shipment the "matched" Streamlux pattern of cabinet hardware. Streamlux is made of solid neo die cast, an improved zinc alloy said to have unusual strength and purity of metal. Amerock "beauty seal" chromium finish starts with a heavy copper plating applied over the base metal.



This is buffed to a high polish and then a heavy nickel plating is applied before the chromium plating is put on. Black color is used on the embossed lines.

## Aluminum Closet Rod

Akron Metal Sales Co., 1045 S. High St., Akron 11, Ohio, is offering a closet rod made of heavy aluminum seamless tubing, 1-in. diameter, highly polished with end fastenings for secure attach-



ment to wall or over hook rail. Sliding extension feature is adjustable to full width of closet. Model 1, 18 to 30 in.; Model 2, 30 to 54 in. Model 1 is packed 12 to a carton; weight,  $9\frac{3}{4}$  lb.; packed 30; weight, 23 lb. Model 2, packed 12; weight, 14 $\frac{1}{2}$  lb.



WARWOOD WORKMANSHIP  
MAKES THE DIFFERENCE

# Railroad or Clay Pick

No. 30



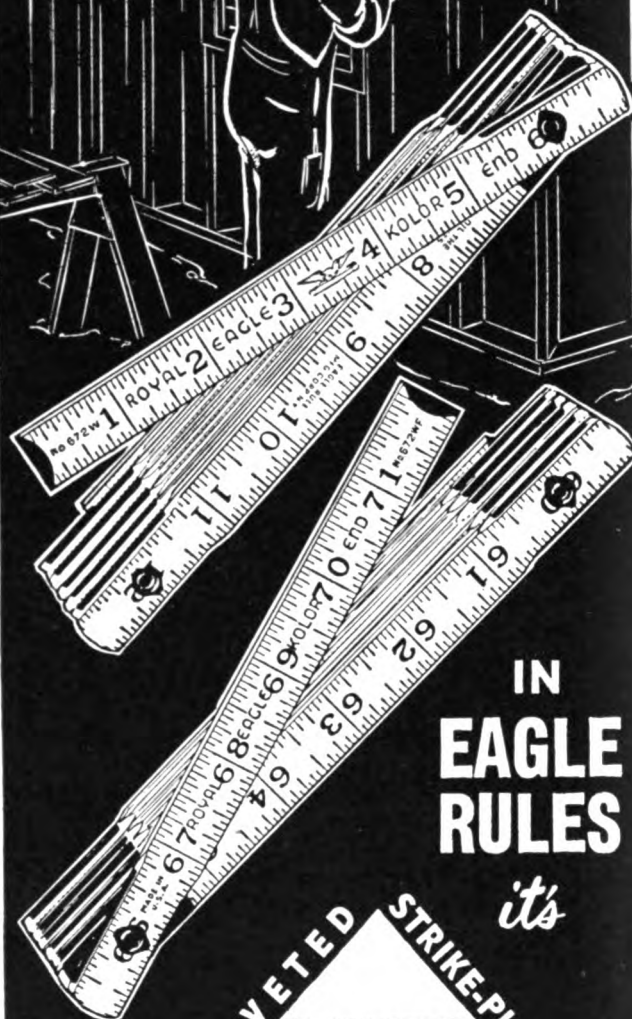
You can sell  
Warwood Forged  
Tools, such as the  
Railroad or Clay  
Pick, with con-  
fidence because they are  
correctly designed, accur-  
ately forged and scientific-  
ally heat treated... all an  
assurance of long service  
and customer satisfaction.

MATTOCKS...SLEDGES...MAULS  
HAMMERS...WEDGES...PICKS  
BARS...HOES...ALSO TRACK  
TOOLS...ANVIL TOOLS...MINING  
TOOLS, AUGERS AND CUTTER  
BITS.



**WARWOOD TOOL COMPANY**  
WHEELING, WEST VIRGINIA

# Good Construction COUNTS



IN  
**EAGLE  
RULES**  
*it's*

**RIVETED STRIKE-PLATE  
JOINTS**



**EAGLE RULE MFG. CORP.**  
NEW YORK 59, N. Y.



# "ROYAL"

**In 42 Versatile Sizes—  
ROYAL Corrugated  
fasteners mean  
ROYAL profits  
with fast turnover...**

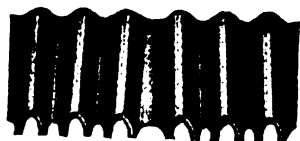
Wood joining is a cinch with ROYAL corrugated fasteners... a boon to woodworkers, craftsmen, and yes—even the handy housewife! Sales are brisker with ROYAL, the joint fastener with many uses, many friends.

**NEW! CONVENIENT!**



**Descriptive**  
**SELF-SELLING COUNTER DISPLAY!**  
**10 boxes—packed 50 or 100  
per box**

Handsome sales-catching red, blue, and white display makes selling smoother!



**POPULAR "ROYAL" DIVERGENT  
CORRUGATIONS, SAW STYLE, DRIVE  
ACROSS OR WITH GRAIN. AVAIL-  
ABLE IN TEMPERED COLD ROLLED  
STEEL, GALVANIZED AND SOLID  
BRASS.**

**Inches in depth: 1/4", 3/8", 1/2",  
5/8", 3/4", 7/8", 1"**

**No. of corrugations:  
2, 3, 4, 5, 6, 7, etc.**

**In Bulk: In kegs of 50 or 100 lbs.,  
also cartons of 500 or 1000.**

**If Your Jobber Does Not Carry  
the Royal Fastener,  
Write Us Direct!**

**"ROYAL"**

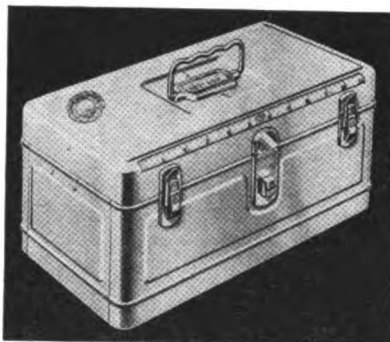
reg. U.S. pat. off.

**42 SIZES—SPECIAL SIZES TO ORDER**

# WHAT'S NEW

## Hamilton Tool-Tackle Box

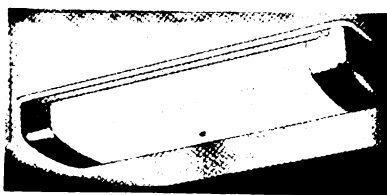
The Hamilton Metals Products Co., Hamilton, Ohio, is offering model 1010 tool and tackle box. Climax is equally adaptable for small parts and tools due to its size, and durability as it is for a tackle box. Box has welded seams, soldered corners, automatic tray, adjustable partitions, nickel plated handle,



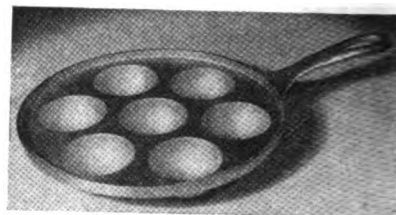
lock and snap catches, 12 in. silver and red scale on cover, finger-grip handle and place for owner's identification. Box and tray finished in baked gray satin enamel finish. It is 18 by 6 by 6 1/2 in., and is packed 6 to a carton, weighing 26 lbs. Climax is suggested to retail for \$2.98, slightly higher west of the Mississippi.

## Luminette Lighting Fixture

Neo-Ray Products, Inc., 313 E. 22nd St., New York City, offers a fluorescent lighting fixture, the Luminette, that opens with a light finger-tip touch. Finger-tip control permits internal parts of the fixture to be dusted easily and makes replacement of used lamps relatively simple. Luminette features the Neo-Rex plastic shield which is said to neither warp or discolor under normal use. Elimination of projecting surfaces allow no room for dust collection. Body and reflector are finished in a baked white enamel, said to be heat-resistant.



Shield has a satin-silver finish. Operates on 110-125 volts 60 cycles, A.C., or 220-250 volts 50 cycles, A.C. with four 20 watt fluorescent lamps.



## Danish Cake Pan

Standard Air Parts, 7600 S. Greenwood Ave., Chicago 19, Ill., is introducing the Aebleskiver, a Danish pan cake pan, which is suggested to retail for \$2.45.

## 'Humphrey' Doll

Ideal Novelty & Toy Co., 23-10 43rd Ave., Long Island City, N. Y., is offering the Humphrey doll, a character from the Joe Palooka comic feature. Doll version of Humphrey wears a cherubic anticipatory expression characteristic of the gourmand looking forward to his next banquet. Purple coat and cap cover a roly-poly body that is nearly as wide as it is tall. He has a red wig, orange sweater, yellow shirt, green trousers and brown shoes. On his left lapel he has a button bearing a horseshoe and the legend "Hi Humphrey—Good Luck." A white plastic belt finishes the costume. Humphrey doll is made in two sizes—16 in. to retail for \$5.98 and 18 in. to retail for \$7.98.

## Carcorez, Household Glue

Casein Co. of America, Division of The Borden Co., 350 Madison Ave., New York City, is offering Carcorez, a household glue. It is a synthetic resin product in liquid form and is recommended for all porous or semi-porous materials. On paper and other porous or semi-porous materials, it will dry almost instantly, according to the maker. It is claimed to set within 30 minutes on rock maple. Though opaque white when spread, Carcorez is transparent when dry. For this reason it is particularly adaptable not only for gluing but as a protective coating for labels in home canning. It is equipped with a handy wooden applicator.

## Climax Pump Catalog

Climax Engineering Co., Clinton, Iowa, has issued catalog No. WS-1948 including, water systems, sump pumps, pump jacks, windmill pumps, and hand pumps. Contains 35 pages.

# The Olympic WIRE AND CORDAGE METER

## MEASURE THE MODERN WAY

Wire Cordage • Air Hose • Cable,  
BX and other FLEXIBLE MATERIAL  
up to 1" in diameter.

Quickly pays for itself many times over. Cuts  
losses of...time, labor, money, accuracy,  
efficiency, carelessness & excess allowances.

Write for prices and pamphlet on other  
Olympic Meters and Accessories.



ALL DIALS  
ROTATE CLOCKWISE.  
ADDS OR SUBTRACTS.  
RECORDS by 3 IN. to  
999 FT.

### A. D. HEWITT COMPANY

2718 ELLIOTT AVENUE • SEATTLE 1, WASHINGTON

# Your Money Ahead with **HELLER** STORE EQUIPMENT



Send sketch of store  
with measurements  
for free store plan-  
ning service and No.  
148 catalog.

## W.C. HELLER & CO.

847 BRYANT ST.  
MONTPELIER, OHIO

# BOMMER

## SPRING HINGES ARE THE BEST



STANDARD  
TYPE  
No. 29

EST.  
1876

## BOMMER SPRING HINGE CO. Inc.

BROOKLYN 5, NEW YORK  
CHICAGO SALES OFFICE: 180 N. WACKER DRIVE

# SIEBRING

LIVESTOCK  
TANK HEATERS

ORDER NOW

Here's the line of tank heaters stockmen want. Thou-  
sands sold every year because this heater has every-  
thing necessary for efficient, trouble-free performance.  
This nationally advertised line of oil burning tank  
heaters is in big demand. Now is the time to cash in.

**Efficient! Economical! Oil Burning!**  
"A Favorite With Stockmen Everywhere"

Standard the country over! The  
favorite water tank heater for stock-  
men everywhere, because they pro-  
vide the greatest possible heat  
radiation below the water line. All  
the heat is applied to the floor of  
the water tank—where it should be.  
All steel or cast iron construction.  
No bolts or packing. All con-  
nections are welded solid to the  
heater. Burns all kinds of fuel oil.  
Used also for brooder stove, hot dip  
tanks, space heater, feed cooker, etc.

Order Now! Cash in at the peak  
season! Write for descriptive liter-  
ature and prices.

**SIEBRING MFG. CO.**  
239 Main St., GEORGE, IOWA



MODEL  
CS-5  
SELF-SINKING  
oil cast iron  
model with 5"  
flue. Models for  
every purpose.  
Retailing from  
\$18 up.



# 3 HOT ITEMS For VOLUME MERCHANDISING



NON-RUST  
SANIT-KIT

## NON-RUST ALUMINUM LUNCH KITS

- ★ HEAVY GAUGE SOLID ALUMINUM
- ★ SEAMLESS CONSTRUCTION
- ★ SANITARY—ROUNDED CORNERS
- ★ PIE TRAY Available for Extra Capacity



## BAT WING CARPET BEATER

Patent coil spring  
throat for unusual  
beating action!  
Perfect balance . . .  
lasts longer.

For the millions who  
still prefer the old  
fashion way.

## WASTE BASKETS

"The Full Line"

Plain colors.  
Decal decorated.  
Original hand paint-  
ings in oils by Vargol.  
A Wide assortment  
of background colors.



Mfg. of Wheel Goods and Metal Specialties,  
sold through leading hardware  
jobbers from coast to coast.

**Penn**

METAL FABRICATING CO.

WILKES-BARRE, PA.

## Ingersoll's Keeps Pace With the Times

(Continued from page 64)

out to the outskirts in order to find the room to accommodate the cars of suburbanites who drive to their work in the cities, and their stay-at-home wives.

Mr. Fitzgibbons believes that the expanded three-story building which was rebuilt over the one which was completely burned out on Jan. 8, 1947, will be none too large for the future, for he is confident that the tide of residential building is going to spread even further west towards Lorain, about 20 miles away.

### Women Like the Store

It is pointed out by Mr. Fitzgibbons that traffic flows from a lesser towards a greater center of population, and since his store is located on the main highway between Lorain and Cleveland, it gets store traffic from points far to the west, because many people, and especially women, prefer to drive the greater distance to Cleveland than to Lorain, in order to get the wider selection of merchandise and higher style provided by metropolitan stores.

When the fire had burned itself out, last January, the Ingersoll Co. found itself with only four walls, so Mr. Fitzgibbons was able to start from scratch on his floor arrangement plans. One great improvement he was able to make was the complete elimination of a wide stairway at the rear of the first floor which wasted a lot of valuable space.

### 700 Sq. Ft. Added

An even greater improvement was the addition to the store of a 10-ft. driveway which ran along one side of the building. By the elimination of the stairway and the addition of the driveway area, 700 sq. ft. of space were added to the first floor.

In the old store, one whole wall was devoted to paints. Mr. Fitzgibbons believes that display space is too valuable in the modern store to devote that much space to any one line of merchandise, so he

built over the old driveway, which afforded room for two large alcoves and an office.

### The Paint Alcove

The larger of the two alcoves is devoted to paints, which made available the side wall, previously covered with paint shelves, for the display of housewares and other hardware items. As the paint department is now set up the customer sees a large display of paint and when he stands at the paint counter he can see part of the reserve stock which lines the inside of the alcove from the floor to the ceiling.

The paint stock is just about the same size as it was under the old arrangement, but the sales volume is now twice what it had been.

The paint manufacturer that supplies the basic paint line now carried by Ingersoll's offered its store planning consultation service to Mr. Fitzgibbons. It gave him graph paper, scaled in feet, and it had him scale models of wallcases, island display fixtures and major appliances, with which he worked out what he considered an ideal arrangement. The consultant pointed out flaws in Mr. Fitzgibbons' arrangement and suggested better solutions to some of the problems.

### Planning Made Easy

With the scale models Mr. Fitzgibbons was able to look through the model doors, at eye level, and get a picture of the store as it would appear to his customers after it was completed. This made it possible for him to detect flaws before they were finally drawn into the plans.

The wall cases were built by W. C. Heller & Co., Montpelier, Ohio, and the island displays were made locally by carpenters who closely followed N.R.H.A. plans.

Mr. Fitzgibbons is very pleased with his new store.

"In the nine months since we reopened on April 1, we did more

business than we did in the entire year of 1946," he reports.

Mr. Fitzgibbons estimates that there are approximately 150,000 people residing within the trading area, which encompasses an area about 10 miles in all directions from Rocky River. It includes such places as Olmstead Falls, Berea, West Lake, Avon, Avon Lake, Bay Village, Fairview and Parkview. Many residents of Lakewood, particularly the older ones who remember the Ingersoll firm when it was just a crossroads store, still deal with the Rocky River firm. The center of Lakewood is about three miles away, but the Ingersoll firm has regular delivery service in Lakewood.

### 15 Employees

The firm now has 15 employees, one of whom spends half days selling outside the store.

Before the new store was completed the builders' hardware business was continued from temporary quarters next door. All the employees were kept at work until the new store was opened, some as outside salesmen who had their orders filled from a warehouse, and others who helped with the salvage and building operations.

### The Effect of Electric Appliances on The Buying Public

(Continued from page 100)

of all this. First, I think we can agree that living costs, and prices generally, are up considerably over prewar levels.

Second, appliance prices are up too, but they have not risen as high or as fast as the general list of commodities.

The result to date seems quite plain. The tremendous backlog of demand, and the value offered in today's appliances at today's prices has stimulated a continued demand in most lines.

What is the outlook on ahead? Appliance companies generally are looking forward to continued good business—better than anything yet seen. Most companies are tooled up to produce a greater volume of products, and need only a freer flow of materials to turn them out.

## 2 FAST MOVING ITEMS

**For Furniture, Hardware and Department Stores**

**Adjustable CURTAIN STRETCHER**  
Smooth surfaced wood for delicate curtains, brass pins to eliminate rust. Upper and lower braces steadied with heavy gauge aluminum plates, easel legs fastened to aluminum strips. Easily assembled. Packed in individual cartons. Adjustable from 21" x 24" to 50" x 90".



**Folding CLOTHES DRYER**  
Well constructed of strong, durable wood, smoothly sanded, folds neatly for storing. . . When opened 31" wide and 64" high. Collapsed, 31" wide and 5" high.  
30 FEET OF DRYING SPACE



Attention Manufacturers Agents contacting Hardware and Furniture jobbing trade! Territories now open for sales representation.

**Jobbers and Dealers write**  
**PIKE MANUFACTURING CO., Inc.**  
TALLADEGA • ALABAMA

## CONSUMER APPEAL



**YOU'LL HEAR THEM SAY**  
**"WHAT A BEAUTIFUL FREEZER"**

Through constant re-designing, Peerless Freezers continue to hold first place in modern, artistic appearance; in quality; and in ease of operation.

HOUSEHOLD SIZES:	2 TO 10 QTS.
HOTEL SIZES:	12 TO 20 QTS.

**THE SIX BIG FEATURES FOUND ONLY IN PEERLESS**

					
TRIPLE ACTION	PEERLESS DASHER	STREAMLINE DESIGN	EASY TO LOCK	HOOPS STAPLED	STURDY CARTONS

**ASK YOUR JOBBER**

**THE PEERLESS FREEZER CO. WINCHENDON, MASS.**





# Read it in **HARDWARE** **NEWS OF**

**HARDWARE AGE FOR**

## **Myers Operates New Tank Plant To Meet Production Demands**

The F. E. Myers & Bro. Co., Ashland, Ohio has recently started operations from its new tank plant on East Ninth St. The demand for water systems exceeded Myers' outside source of supply for pressure tanks, therefore to assure uninterrupted production lines and a steady supply of tanks to its dealers and customers, Myers built the building. The tank plant has an area of 40,000 sq. ft., and is constructed from cement and steel. Production to date is below actual requirements, but is increasing.

The Myers company began manufacturing in the basement of the F. E. Myers Implement Store in Ashland, 77 years ago. Since 1945, 300 workers have been added, making a total of over 900 in the organization as a result of the expansion program. This is the equivalent to

the addition of a new factory in Ashland's present day industrial life.

In line with its expansion program, Myers has built a factory addition at Fourth and Orange Sts. The use of modern progressive straight line assembly methods and an overhead conveyer system facilitates the handling of products manufactured in quantity. The addition consists of 90,000 sq. ft. of floor space. The basement is utilized for storing castings, while the four floors above contain machine, assembly, pattern and tool departments.

A series of special sales training classes are being held for its salesmen, distributors and dealers. They are instructed in selling, selecting, installing and servicing the company's line as well as the latest methods of merchandising.

## **E. G. HARTMANN NAMED GENERAL SALES MGR. ROEBLING'S SONS**

John A. Roebling's Sons Company, Trenton, N. J., recently announced the appointment of E. George Hartmann as general sales manager.

Mr. Hartmann, who brings to his new position over 29 years

experience in the wire field, has been associated with the Roebling Company since 1940.

## **EKCO MERCHANDISE SALES DIVISION MAKES APPOINTMENTS**

The merchandise sales division of Ekco Products Co., 1949 N. Cicero Ave., Chicago 39, Ill., has announced the appointment of Edward Marder, a director of the company, as assistant sales manager. Ben Houfek, former representative in the Minneapolis area, has been promoted and transferred to the Chicago general office.

The company has also announced the appointment of the following district representatives: Harry M. Peterson & Associates, sales offices in Boston and Philadelphia; Joe Dornich, 31 Madison Ave.; H. Robert Habelson, Baltimore; J. L. Stearns, Atlanta, and H. M. Schultz & Associates, Louisville. Also Jack Culberg, Chicago; Sommers & Otto, St. Paul; Robert P. Ingram & Co., Kansas City; Charles T. Wheat,

Memphis, and John Roblin, Seattle. In addition the California market is covered by the W. C. Hitt Co., with offices in Los Angeles and San Francisco.

## **C. G. LEACH WITH J. A. WILLIAMS CO.**

Claude G. Leach, Jr., has joined The J. A. Williams Co., hardware wholesalers, Pittsburgh, Pa., exclusive distributors of Presto and National pressure cookers, as manager of the Presto and National Pressure cooker division. Mr. Leach was previously associated with May-Stern & Co.,



• CLAUDE G. LEACH, JR.

as major appliance buyer. He also served as merchandise manager for Bendix radio.

## **JOHNS-MANVILLE BUYS VAN CLEEF BROS.**

Johns-Manville Corp., 22 E. 40th St., New York City has recently purchased Van Cleef Bros., Inc., Chicago. The Chicago firm will be operated as a wholly owned subsidiary of Johns-Manville. No change is contemplated in the manufacturing, merchandising or distribution system. Noah Van Cleef will remain as president and treasurer, his brother Felix Van Cleef, vice-president for sales and Paul Van Cleef vice-president for production will continue in their present capacities.

## **R. W. McPHAIL JOINS ROLLS RAZOR AS GEN. SALES MANAGER**

Robert W. McPhail has recently been appointed general sales manager of Rolls Razor,



R. W. McPHAIL

Inc., and its affiliate British Merchandise Centre, Ltd., with offices at 338 Madison Ave., New York City. Mr. McPhail formerly served in several executive sales positions with Vick Chemical Co. and George W. Luft Co. A complete Pacific Coast branch office at 336 S. La Brea Ave., Los Angeles 36, is now in operation.

## **NATIONAL SCREW BUYS CHESTER HOIST CO.**

The National Screw & Mfg. Co., Cleveland, Ohio, has announced that it has purchased the Chester Hoist Co., Lisbon, Ohio, makers of a complete line of spur gear hoists and trolleys equipped with Timken bearings, ranging in size from one-quarter ton to 40 tons; also differential hoists. George Neilson Bolton has been appointed manager. Hal F. Wright former president of Chester Hoist will remain with the organization for a period. The Lisbon plant will be known as the Chester Hoist Division of The National Screw & Mfg. Co.



E. GEORGE HARTMANN

JANUARY 29, 1948

## Owens-Corning Fiberglas Opens Manhattan Glass Fiber Building

Marking its 10th year of operation, Owens-Corning Fiberglas Corp., 16 E. 56th St., New York City 22, recently opened for business the New York City Fiberglas Building. The building, in addition to housing the company's New York staff, serves as a permanent demonstration of the wide range and numerous potential applications of glass in fiber form.

More than a score of Fiberglas materials ranging from air filters, thermal insulation batts, acoustical blankets and acoustical tiles to glass yarns fabricated into curtains, wall coverings and upholstery fabrics. Fiberglas also has several more uses in the hardware field—stove wicks and furnace air filters.

The entire second floor is devoted to a display area arranged to make clear what Fiberglas materials are, why they are used,

what they are used for and how they have been developed into what they are today. The area is divided into sections, each designed to cover one of these points.

Starting with general offices in Toledo, a plant at Corning, N. Y., and plant and laboratories

at Newark, Ohio, today Owens-Corning Fiberglas Corp. operates plants at Newark, Ohio; Huntingdon, Pa.; Ashton, R. I.; Kansas City, Kan., and is building a plant at Santa Clara, Cal. Its Fiberglas materials are widely used by the building, transportation, electrical, equipment and appliance, textile, processing, plastics and other industries. There are 22 branches throughout the country.

### WESTINGHOUSE RADIO APPOINTS HITCHCOCK ASS'T SALES MANAGER

James W. Hitchcock has recently been appointed assistant sales manager of the home radio division, Westinghouse Electric Corp., Sunbury, Pa., and H. Earle Walker to the position of cabinet manager.

Mr. Hitchcock, formerly assistant to the division sales manager has had 20 years' experience

in radio and allied merchandising fields. He was assistant sales manager for Atwater Kent for five years, was sales manager of a Philco division for three years and was a manufacturers' agent in the west for four years.

Mr. Walker with over 25 years' experience in merchandising and managerial positions in Canadian industry, resigned as general manager of the North American Chair Co., Ltd., to accept his new position.



R. H. DIESEL

### R. H. DIESEL PROMOTED BY YALE & TOWNE

Richard H. Diesel has recently been advanced to the position of assistant general sales manager of the Stamford division of The Yale & Towne Mfg. Co., Chrysler Bldg., New York City. Mr. Diesel had been since 1945, manager of aircraft and automotive sales, at Detroit. This office is now a part of the specialties sales department.

Mr. Diesel joined the company in 1939 in the bank and prison locks sales department. From 1941 to 1945 he served as manager of the war contract service department. His engineering and sales experience in the hardware field began in 1929 in the engineering department of Sargent & Greenleaf, Inc., of which his father was president. He headed, in turn, S & G's Philadelphia and New York sales offices before becoming general sales manager and engineer at its Rochester plant in 1935.

### CHANGE SAPOLIN NAME TO SAPOLIN PAINTS INC.

Sapolin Co., Inc., has recently announced its corporate name is now Sapolin Paints, Inc., 229 E. 42nd St., New York City 17. The company's ownership, management, personnel and policies remain as before.



Conference room of the fifth floor of the new Owens-Corning Fiberglas building. Ceiling is Fiberglas board, faced with resin-impregnated Fiberglas mat. Curtains are woven of Fiberglas, cotton and silver yarns. Furniture is covered with a fabric woven of plastic-film-covered Fiberglas yarns, and the folding doors, which can be closed to make two rooms, are a resin-coated fabric woven of Fiberglas yarns.





# COLOSSUS NATURAL SPONGES

This year it's More Painting  
... More Washing ... More  
and More Cleaning. Folks  
everywhere are decorating  
their own homes.

**There is a wealth of PROFIT  
for dealers who stock these  
nationally known COLOSSUS  
SPONGES.**

## FREE SALES DISPENSER

Acts as colorful salesman picturing  
suggested household uses for sponges  
Each Colossus Sponge is individually  
labeled with price tag and sales  
message to customer

**THE HOUSE OF RHODES** *50th Anniversary*  
1898—1948

PRODUCERS OF BEAVER STEEL WOOL

**WRITE FOR BULLETIN No. 107**

NAME OF NEAREST JOBBER UPON REQUEST

**JAMES H. RHODES & COMPANY**

157 W. HUBBARD ST.  
CHICAGO 10, ILLINOIS

48-02 TWENTY-NINTH ST.  
LONG ISLAND CITY 1, N. Y.



**FRONZ H. GLINDMEIER**

has recently been appointed  
**sales manager of Conron, Inc.,**  
**Danville, Ill.** In 1927 he joined  
**Thos. Conron Hardware Co.,**  
and subsequently has moved up  
from one position to another  
until he became sales representa-  
tive upon its incorporation in  
1942.

## EMERSON RADIO NAMES GRAHAM, SALES MGR.

Emerson Radio & Phonograph  
Corp., 111 Eighth Ave., New  
York City 11, has appointed Les-  
lie M. Graham sales manager.  
Mr. Graham succeeds Charles O.  
Weisser who has been made West  
Coast representative. Mr. Graham  
formerly served as the company's  
representative in the Mid-west.

## C. A. DUNHAM COMPANY CHANGES OWNERSHIP

H. S. Marshall, president, C. A.  
Dunham Co., 400 West Madison,  
St., Chicago, has announced that  
a group of Chicago businessmen  
have purchased the interests in  
the company formerly owned by  
the Estate of the late C. A. Dun-  
ham. Mr. Dunham, founder of  
the company had been inactive  
in the business due to ill health  
since 1933. Mr. Marshall who has  
been president of the company  
for the past two years, and who  
was executive vice-president prior  
to that time added that no change  
in personnel or policy is con-  
templated.

## MOORE-HANDLEY OPENS NASHVILLE WAREHOUSE

Moore-Handley Hardware Co.,  
wholesalers, Birmingham 2, Ala.,  
has established a warehouse in  
Nashville, Tenn., at 712 Fogg St.,  
for the distribution of hardware  
and supplies, under the manage-  
ment of Neal O. Jones. It will  
be operated as the Nashville  
branch of the Moore-Handley  
Hardware Co., Inc.

## PENNSALT MAKES SALES PERSONNEL CHANGES

Three sales personnel changes  
in the Special Chemicals Di-  
vision of the Pennsylvania Salt  
Mfg. Co., Philadelphia were re-  
cently announced, including the  
appointment of Albert H. Clem  
to a newly-created position as  
field sales supervisor.

Mr. Clem has been with the  
company since 1938 when he  
became Detroit sales represen-  
tative. Philip C. Staples, Jr., who  
joined the company in 1937, has  
succeeded Mr. Clem as product  
supervisor on cleaners and pick-  
ling and descaling products.

Robert R. Pierce will succeed  
Mr. Staples as product super-  
visor on corrosion-resistant prod-  
ucts.

## AUSTRALIAN GROUP SEEKS AMERICAN "KNOW-HOW"

An Australian telephone manu-  
facturer, research laboratory and  
a distributing-merchandising or-  
ganization are jointly interested  
in purchasing American designs  
and know-how on a royalty basis.  
The group prefers household ap-  
pliances, radio-electronic equip-  
ment, simple electrical devices  
and mechanical items. The  
group has a tool room, machine  
shop, production facilities, high-  
vacuum technique, chemical lab  
and mechanical-electrical preci-  
sion measurement and test equip-  
ment available. Preliminary cor-  
respondence is invited by the  
representative of the group,  
Austin C. Lescarboursa, Croton-  
on-Hudson, N. Y.

## KRIESEL ADVANCED BY DALGLISH COMPANY

Martin E. Kriesel has recently  
been named sales manager of the  
resale division, J. M. Dalglish  
Co. Mr. Kriesel joined the firm  
in 1946 after having spent five  
years in the armed forces.



**MARTIN E. KRIESEL**



**PRESENTATION OF BEACON CO. LIMERICK CONTEST AWARDS:** Winners in a recent metropolitan New York limerick contest, sponsored by The Beacon Co., Boston, Mass., manufacturers of Beacon floor wax, are shown receiving their awards at Columbia Hardware Co., 2905 Broadway, New York City. Elliot Greenfield, a customer of Columbia Hardware Co., submitted the winning last line for a limerick, for which he received an award of \$1000, a like sum being given to Milton Milstein, proprietor of the store, from whom he purchased the wax. Presentations to Messrs. Greenfield and Milstein were made by Ira and William Goldenblum, both of William Goldenblum & Co., 76 Ninth Ave., New York City, hardware wholesalers. Under terms of the contest an entrant might send in one entry, for each purchase of Beacon wax, provision being made for duplicate awards in the event of ties. Left to right are: Arthur Goldenblum, Elliot Greenfield, Milton Milstein and Ira Goldenblum.

#### H. G. SCHACHT, ASS'T GENERAL SALES MGR. WEST BEND ALUMINUM

H. G. Schacht has been appointed assistant general sales manager of the West Bend Aluminum Co. Mr. Schacht was formerly sales manager of the retail division and prior to that was field sales manager. He has been with the company for 25 years.

#### MARKET FORGE NAMES DISTRIBUTORS

The Market Forge Co., Garvey St., Everett 49, Mass., has recently announced the appointment of Larson Equipment Co., 62 Main St., Buffalo 2, N. Y.; Charles C. Lewis Co., 401 Liberty St., Springfield, Mass., and the Charles A. Strelinger Co., 149 E. Larned St., Detroit, Mich., as its distributors in these cities and surrounding areas.

#### ASSOCIATED CUTLERY INDUSTRIES TO SPONSOR CUTLERY WEEK MAY 16-22

The Associated Cutlery Industries of America will sponsor in honor of the 120th anniversary of the birth of the American cutlery industry, a National Cutlery Week, May, 16-22.

The association is made up of

32 of the leading manufacturers of pocket, sporting, household, and professional cutlery.

#### HOWARD APPOINTED KAISER FLEETWINGS GENERAL SALES MGR.

Alfred D. Howard has recently been named general sales manager to supervise sales of the Kaiser dishwasher for Kaiser Fleetwings Sales Corp., Oakland, Cal., and Bristol, Pa. Mr. Howard, who has been assistant general sales manager for several months will continue to make his headquarters in the Kaiser Bldg., Oakland. In the appliance business for about 20 years, Mr. Howard had been assistant sales promotion manager for Servel, Inc., for eight years.

#### U. S. TELEVISION ENTERS TABLE MODEL FIELD

Augmenting its television line which ranges from home models to public place receivers up to 30 by 22½ in. the United States Television Mfg. Corp., 3 W. 61 St., New York City is now producing table model units. The new table model is in the 10 in., direct view group and yields a picture close to 9 by 7 in. UST will add 12 and 15 in. direct view sets to its line shortly.

THERE'S ONLY ONE  
GENUINE HEDY LAMARR

and...

**There's only one  
genuine NA-MAC line!**

*... seventeen million women  
see it every month*

Each a star in a housewife's heart...household necessities by Na-Mac! Each fills a need in every home...each is a sight seller. All are nationally advertised, with top-name Hollywood stars for eye-appeal!

The **DUTCH SERVER**—low-price version of the famous Dripcut, with removable slide for easy cleaning. 12-oz. crystal-glass container, marbled plastic top.

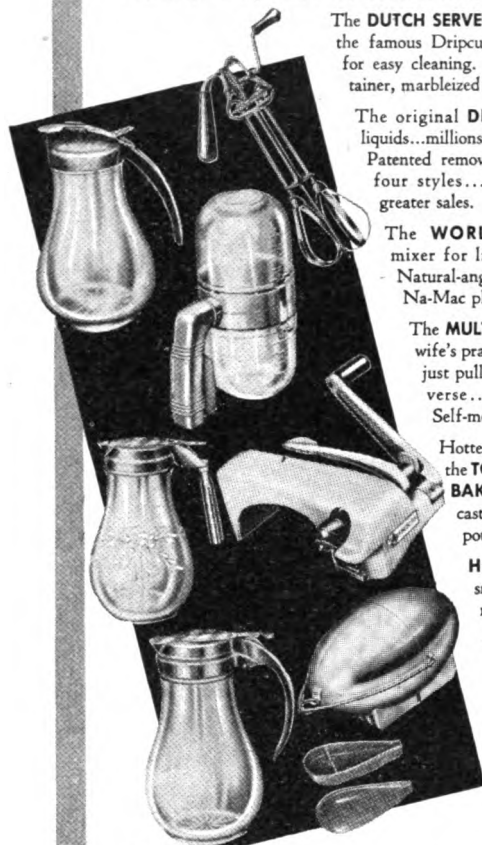
The original **DRIPCUT** server for all liquids...millions sold and still the leader! Patented removable slide. Three sizes, four styles...display it in sets for greater sales.

The **WORLBEATER**—two-speed mixer for light or heavy beating. Natural-angle form-grip handle (a Na-Mac plus!)

The **MULTI-SIFT** answers a housewife's prayer! No mess, no fuss—just pull the trigger to sift...reverse...sift again and again. Self-measuring, can't spill.

Hottest sight-seller in years—the **TOP-O-STOVE POTATO BAKER**. Streamlined, heavy cast aluminum. Bakes a big potato to a new taste thrill!

**HANG-R-PADS**—fit snugly over ends of ordinary wood hangers, adjustable for shoulder width. Marbled plastic, display-boxed in sets of six.



17,000,000 women will see Na-Mac's big ads again and again this year, in national consumer magazines. They'll look for Na-Mac products in your stores!

**CASH IN ON  
NA-MAC'S "STAR SPANGLED"  
NATIONAL ADVERTISING**

**NA-MAC PRODUCTS CORP.**  
SUBSIDIARY OF WILLIAM R. WARNER & CO., INC.

1027 NO. SEWARD STREET

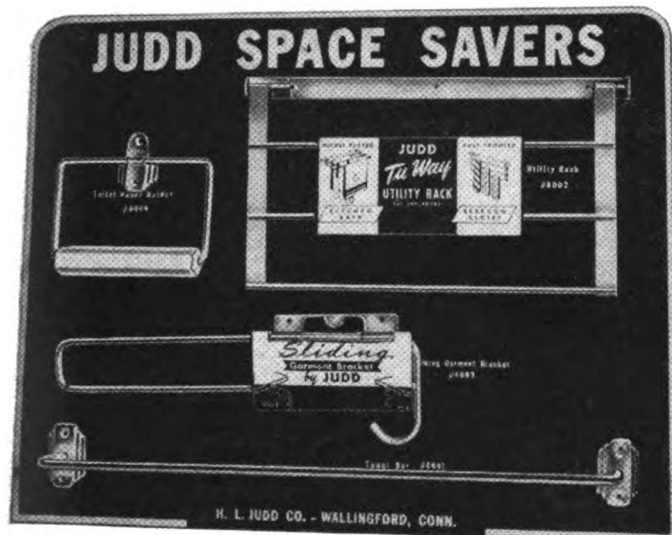


LOS ANGELES 30, CALIF.



# NOBODY HAS ENOUGH "HANG-IT-UP" HARDWARE

Here's a NEW Judd set . . .  
SHOW it and you'll SELL it!



Ever see a household that had really enough places to hang things? Never! That's why there's always a good volume in attractive, practical fixtures at a reasonable price. This new Judd set gives you just that . . . and a display board to boot. Note the items:

**No. 4000 Toilet Paper Holder** — Handsome new backplate (matching towel rack #4001), movable frame of square wire, bright nickel plate finish. Hexagon wood roller in glossy white enamel. Ferrules at ends of roller. Has a real quality look, yet retails at only 20¢.

**No. 4001 Towel Bar** — Stout  $\frac{1}{4}$ " wire, 18" long, with backplates matching No. 4000 above. Bright nickel finish. Retails at 29¢.

**No. 4002 Utility Rack** — A new invention. Attached to wall or door, it hangs vertical or, at the touch of a finger, stands out horizontal. Rigid and durable—half-inch strap steel back and side,  $\frac{3}{16}$ " rods (half-round to prevent slippage). Nickel-plated, rustproof—ideal for kitchen or bath. Explanatory label tells the shopper all. Retails at 39¢.

**No. 4003 Garment Hanger** — Fastens to bottom of shelf, slides out when needed. Strong one-piece bracket of I-beam design for rigidity; heavy rack of  $\frac{1}{4}$ " wire; bright nickel plate. Flared ends of bracket make sliding easy even with load of garments. Label tells the story to the shopper. Big improvement over all previous similar items, yet retails at only 39¢.

**Display board** — 17" x 21"—free with initial order. Ask your hardware wholesaler.

## JUDD HOUSEFURNISHING HARDWARE

H. L. JUDD COMPANY, WALLINGFORD, CONN.  
87 Chambers Street, New York 7, N. Y.



The Perfection Stove Co., welcomed John McGowan from Aiea, Oahu, T.H., at its 60th anniversary sales convention held in Cleveland recently. Mr. McGowan, who works from the company's Oakland, Cal., sales district, was one of the 125 Perfection sales representatives attending. Shown left to right are: F. A. Gabriel, sales manager, stove and heater division; Mr. McGowan; C. H. Foulds, general sales manager; and Marc Reack, chief engineer.

### DOBBINS MFG. COMPANY ADVANCES H. F. BRANDT

Harold F. Brandt, president and general manager of the Dobbins Mfg. Co., Elkhart, Ind., has announced that G. H. Collier, vice president, will devote himself to special sales problems and additional managerial functions. Also announced was the appointment of John F. Benham to succeed Mr. Collier as sales manager.

Mr. Benham formerly served on the agricultural extension service staff of Pennsylvania State College, as agricultural agent of the Pennsylvania Railroad, as agricultural director of the American Seed Trade Association and, more recently, as executive secretary of the National Sprayer and Duster Association.

Effective simultaneously are the appointments of G. G. Carpenter, Paul F. Lindeberg and A. H. Smitly as assistant sales managers in charge of customer service and product sales development.

### SIDNEY ZOBEL JOINS OVERBECK-HEYMAN CO. AS GENERAL MANAGER

Sidney Zobel, formerly associated with M. Seller Co., has recently joined Overbeck-Heyman Co., 298 Eighth St., San Francisco 3, Cal., as general manager.

### MARKET FORGE NAMES DISTRIBUTORS

The Market Forge Co., Garvey St., Everett 49, Mass., has announced the appointment of Tennessee Mill & Mine Supply Co., Knoxville, Tenn., Bard Steel & Mill Supply Co., 251 N. Edwards St., Kalamazoo, Mich., Mi-

ami Parts & Spring Co., Inc., 35-99 Northwest 4th St., Miami, Fla., and Bryant Machinery & Engr. Co., Chicago Daily News Bldg., 400 W. Madison St., Chicago, as its distributors in these cities and surrounding areas.

### ACME WHITE LEAD & COLOR ANNOUNCES PROMOTIONS

A. H. MacNabo, for the past 12 years, general credit manager of Acme White Lead & Color Works, Detroit, has been appointed treasurer of Acme. R. H. Grob has succeeded Mr. MacNabo and F. L. Knapp, who will continue as secretary, will be assisted by E. L. Nielsen.



M. H. MILLS

celebrated his 80th birthday recently having been employed as a sales representative of The Wooster Brush Co., Wooster, Ohio, for over 38 years. His present territory covers the Southeastern United States.



H. B. DAVIS, JR.

**H. B. DAVIS NAMED  
ASST SALES MGR.  
CASCO APPLIANCE DIV.**

Harry B. Davis, Jr., has been named assistant sales manager of the appliance division of Casco Products Corp., Bridgeport, Conn. Prior to joining Casco, Mr. Davis was New York district manager for the Toastmaster Products Division of McGraw Electric Co., from which position he resigned on December 31. Mr. Davis was associated with Toastmaster for nine years, during which period he spent much time in the home office sales department in addition to distributor and retail sales work in many mid-western territories. Mr. Davis was formerly associated with the Wm. Wrigley Jr. Co., and with the Walgreen Drug Co.

**PREVIEW REMINGTON'S  
FILM, "MAN TO MAN"**

A preview of the new sound motion picture, "Man-to-Man," sponsored by Remington Arms Co., Inc., and Peters Cartridge Division, Bridgeport, Conn., was held Jan. 9, at the Monte Carlo, New York City. In this picture Elmer Wheeler, president, Tested Selling Institute, and Rivers Peterson, managing director, NRHA, discuss Mr. Wheeler's five selling principles, for the benefit of a hardware dealer, portrayed by a professional actor. The film reviews proven sales methods—used before the war and too often neglected since then.

This 16 mm. film, with sound, requires about 25 minutes to show and is available for dealer groups, store staff meetings and wholesale salesmen's meetings through representative of either Remington Arms Co., Inc., or Peters Cartridge Division. Previous pictures in the Remington and Peters merchandising film library are: "Swing to Sports," "Opportunity, Unlimited" and "One Man Listens."

**NEWARK LADDER  
COMPANY MOVES TO  
NEW FACTORY**

Newark Ladder & Bracket Co., Newark, N. J., has moved to its recently constructed factory in Clark, N. J. Situated on four acres, the building will be devoted exclusively to the manufacture of scaffolding.



Dan Downes, right, was chairman of the program committee and Norman Brokenshire, radio announcer, was master of ceremonies for the annual Christmas Dinner of the New York Paint, Varnish & Lacquer Association held at the Waldorf Astoria, recently.

**BACK AGAIN ★ ★**

**GENUINE  
Natural Rubber Latex  
HOUSEHOLD GLOVES**

**★  
STANDOUT FEATURE  
FOR PROFITABLE SPRING  
CLEANING TIME SALES**

**RETAIL  
69¢ Pair**



**No. 5315-5**

Red or Brown color.  
Sizes—7, 7½, 8, 8½, 9.  
Boxed individually.

**LONGER WEAR IN EVERY PAIR**

- ★ **Genuine Rubber Latex** — made of pure natural liquid latex — highly resistant to heat and age.
- ★ **Higher Tensile** — greater tear resistance and elasticity.
- ★ **Easier On and Off** — specially treated inside surface reduces pull and drag on hands.
- ★ **More Brilliant Color** — beautiful eye attraction appeals to women instantly.

**RUSH YOUR ORDER, TODAY!**

**Seiberling**

**Latex Products Company**

**AKRON 9, OHIO**

**200 Fifth Ave. Bldg.  
New York City**

**Merchandise Mart  
Chicago**



★★★★

# GRIFFIN

# HINGES



# GRIFFIN

*Manufacturing Company*

ERIE, PENNSYLVANIA

MANUFACTURERS

AGENTS

NEW YORK: 45 Warren St.

BOSTON: 115 Broad Street

SAN FRANCISCO: 703 Market St.

## OBITUARIES

### J. D. BOUCHER

James D. Boucher, president of Caldwell Mfg. Co., Rochester, N. Y., died recently in Genesee



J. D. BOUCHER

Hospital after a brief illness. He had headed the company since 1933. Prior to that he was vice-president of the Kellogg Co., now the Kellogg Division of the American Brake Shoe Co. In World War I he served overseas a year and a half as an AAF pilot. Mr. Boucher was fond of yachting and fishing. He is survived by his widow, Agnes, and a brother, Clarence K. Boucher, secretary of the company.

### WILL CUGLEY

Will Cugley, 72, sales representative in the eastern Pennsylvania area for the Edw. K. Tryon Co., Philadelphia, Pa., died recently in the Taylor Memorial Hospital, Ridley Park, Pa.

Mr. Cugley was associated with the company for 56 years. In 1941 when he marked his 50th



WILL CUGLEY

anniversary with the Tryon company he was honored by his associates with a testimonial dinner.

Mr. Cugley is survived by his widow and one daughter.

### CHARLES COURTNEY

Charles Courtney, 58, master locksmith, died recently in Flower and Fifth Ave. Hospitals, New York City. Mr. Courtney served in the Marine Corps while a young man and then worked as a diver's tender. Later he was a diver in shallow water. During the first World War he was working at shipbuilding at Robbins Dry Dock, Brooklyn. His talent for opening locks was recognized and he made master keys to open stateroom doors in German liners. He aided the



CHARLES COURTNEY

United States Navy Intelligence by opening doors, trunks and record chests when they were apprehending spies.

In 1922 he opened a locksmith's shop in 125th St., west of Amsterdam Ave. In 1926 he dove 65 ft. down off Cape Henry to salvage about a million dollars in cash and valuables from the Old Dominion Liner Madison. In 1925 he went to Japan to open disaligned bank locks shaken out of true by the earthquake. He released \$5,000,000 in bullion from the S. S. Egypt in the Bay of Biscay. He also attempted to rescue the \$10,000,000 in gold held in the H. M. S. Hampshire, sunk off the Orkneys and almost lost his life in the venture. Mr. Courtney is survived by a daughter and a brother.

#### JAMES S. KENYON

James S. Kenyon, 73, president of the Tremont Nail Co., Wareham, Mass., for the past 20 years, died recently after an illness of 3 weeks. Mr. Kenyon was associated with the hardware industry all of his life, and previous to his connection with Tremont, had been owner and operator of the Eastern Nail Co., Providence, R. I., which he established in 1905.

#### THOMAS W. WATHEN

Thomas W. Wathen, 49, buyer and director of the Belknap Hardware & Mfg. Co., 111 E.

Main St., Louisville 2, Ky., wholesalers, died recently at the Kentucky Baptist Hospital, Louisville. Mr. Wathen joined Belknap in 1917. Shortly thereafter he went into the buying department as assistant to Chas. Price. He succeeded Mr. Price as buyer in 1930 and 13 years later was elected a director of the company.

#### FRANK L. CADLICK

Frank Lewis Cadlick, 74, who had been in the hardware business in Ada, Kansas, for the past 31 years, died at his home there January 15, 1948.

### Sheet Metal Ass'n. Favors Continuance Of Voluntary Steel Rationing Program

At a meeting of the executive committee of The National Association of Sheet Metal Distributors, held at the William Penn Hotel, Pittsburgh, Pa., Jan. 12, a resolution was adopted favoring continuance of the voluntary steel rationing program. The resolution read:

"WHEREAS, the Members of The National Association of Sheet Metal Distributors are the source of supply for essential products which are used in the housing program, for maintenance of farm industry, for the many small manufacturers who purchase in smaller quantities, for other manufacturers who need sheet metal products to maintain their plants in continuous production and for the repair and maintenance of all industrial, residential and business property, and

"WHEREAS, the continued prosperity of the country depends upon the ability of the sheet metal distributor to supply these requirements, and

"WHEREAS, the distributors are not receiving sufficient steel to satisfy their customers' needs, we do believe, however, that the steel mills are equitably distributing their output and are to be commended for their efforts to distribute to their customers on a fair basis, and

"WHEREAS, we can see no advantage to the United States as a whole or to industry in general to have a compulsory rationing program, and

"WHEREAS, the extension of government control would to our minds have a deterring, rather than a helpful, effect, therefore be it

"RESOLVED by the Officers and Executive Committee of The National Association of Sheet Metal Distributors that the present vol-

untary program administered by the steel mills be continued so that the necessary uses of industry products may be satisfied and be it further

"RESOLVED that the appropriate Committees of the Senate and House of Representatives be advised of the fact that the Officers and Executive Committee of The National Association of Sheet Metal Distributors urge that no compulsory regulatory legislation be passed, placing the allocation of the products of the steel industry in the hands of a government agency because of the adverse effect this would have on the economy of the country."

#### MORROW-THOMAS HDWE. CLOSES RETAIL DEPT.

Morrow-Thomas Hardware Co., Box 1541, Amarillo, Tex., wholesalers, has announced that it is closing its retail department at 316 Polk St., Amarillo, which has been operating since 1907. This location will be used for wholesale offices, sample rooms on the main floor and the upper story for storing merchandise, according to Dick Seay, president of the company. Other officers include: H. A. Asbury, vice-president; W. E. Smith, vice-president, and J. S. Nugent, secretary-treasurer.

#### JOBBERS SUPPLY OPENS WAREHOUSE BRANCH

Jobbers Supply Co., Inc., 1515 Grand Ave., Kansas City, Mo., has recently opened a warehouse branch at 702 Sixth St., Des Moines, Iowa. L. E. Zimmerman will be in charge assisted by Harry Hutchens and Ronnie McKinnon.

*There Is NO SUBSTITUTE  
for BRONZE SCREEN WIRE!*



**NOW  
IS  
YOUR  
CHANCE!**

**TO PURCHASE  
BRONZE SCREEN  
WIRE**

**Galvanized Screen Wire . . .  
Hardware Cloth Wire . . .  
All Grades of Industrial Wire  
FIRM PRICE . . .  
GUARANTEED DELIVERY!**

**Free** SQUARE FOOTAGE  
CHART AND PRICE  
LIST FOR THE ASKING!

**Ace Window Screen Co.  
of Chicago  
1634 S. PULASKI ROAD  
CHICAGO 23, ILLINOIS**



## JOHN COLLIER RETIRES AS NICHOLSON FILE SALES MANAGER

John H. Collier sales manager of Nicholson File Co., Providence, R. I., has recently



JOHN H. COLLIER

announced his retirement. Mr. Collier joined the company in 1906 and traveled in a number of territories including the South, Southwest and New England. In 1915 he transferred to the home office as assistant sales manager, which position he held until his advancement to sales manager in 1942.

## 500 LINES TO BE SHOWN AT HOUSEWARES SHOW IN NEW ENGLAND

The New England 15th Annual Housewares Show to be held Feb. 16-20 in the Parker House, Boston, is expected to offer one of the best "line-ups" of housewares merchandise seen in the area, according to show committee members. Five floors of the Parker House will be occupied by the show and 500 manufacturers' lines in housewares, china and glass will be displayed. The committee stated that most all the well-known lines of long standing have returned with merchandise to sell. The show will be open Monday through Friday from 9 a. m. to 6 p. m., except on Thursday, Feb. 19, when it will close at 5 p. m. to allow for preparations for the New England Housewares Jamboree to start at 7 p. m.

## A. B. BECHAUD MADE VICE-PRES. BEN-HUR

A. B. Bechaud, sales manager, was recently elected vice-president of the Ben-Hur Mfg. Co., Milwaukee, Wis. Mr. Bechaud organized the company's freezer department in 1943 and developed the sales organization start-

ing at the time. He also set up test rooms, simulating every conceivable climatic condition so the sales force knew what the Ben-Hur farm and freezers would do.

A. B. BECHAUD

## TISCHENDORF ELECTED THOMPSON VICE-PRES.

W. B. Tischendorf has recently been elected vice-president of the Thompson Corp., Brownstown, Ind., and will direct activities in sales, advertis-



W. B. TISCHENDORF

ing, merchandising and public relations.

He spent 15 years as owner-manager of newspapers in Indiana and has served on the staffs

of the Evansville, Ind., *Press* and the Louisville *Courier-Journal*. During World War II he was director of public relations for Curtiss-Wright Corp., Louisville. Later he handled personnel, public relations and sales for Laiter-Kauffmann Aircraft Corp., Louisville and St. Louis.

## LANGENFELD HEADS CORY DEMONSTRATION PROGRAM

E. A. Langenfeld has been appointed director of the Cory Corp's., product demonstration program. In his new post, he will appoint demonstrators, direct training and supervise routing, working in conjunction with the sale department. Mr. Langenfeld formerly directed the Essaness Theatre Chain in Chicago and western suburbs for three years. During the war he did personnel training work for the navy.

## ARMSTRONG BROS. TOOL OPERATING NEW PLANT

Armstrong Bros. Tool Co., 5200 W. Armstrong Ave., Chicago 30, Ill., has started operation in its new general offices and works in the Elston-Central industrial district, 5200-5300 W. Armstrong Ave. Plant is the monitor type with one story construction in light gray brick with stone trim. It has over 170,000 sq. ft. of manufacturing space.

## G. R. SOMMERS WEST COAST SALES DIRECTOR SYLVANIA ELECTRIC

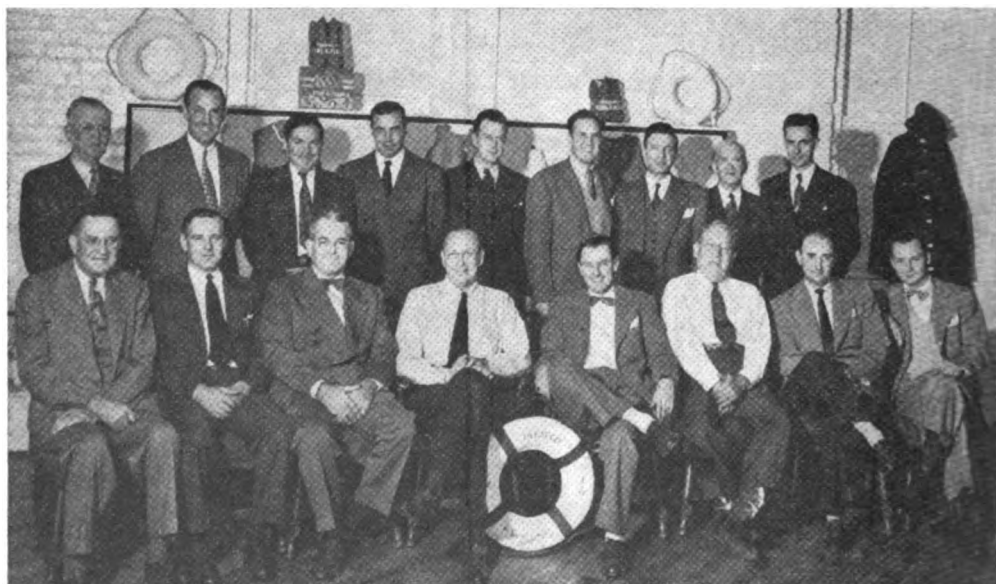
George R. Sommers, formerly Pacific Coast manager of lighting products for Sylvania Elec-



GEORGE R. SOMMERS

tric Products Inc., 500 Fifth Ave., New York City, 18, has been appointed director of sales for all product division of the company in that area.

Mr. Sommers, who joined Sylvania in 1940 as a lighting fixture specialist, has been Pacific Coast Sales Manager of the company's lighting division for the past three years. Previously he organized and developed the Washington, D. C., sales area.



"More Service to Customers" was the keynote of a recent sales conference of The American Pad & Textile Co., held in Greenfield, Ohio. In talks by the management, emphasis was placed on extra product quality and extra merchandising services which Ta-pat-co offers the trade. Adolph Kiefer, world's champion backstroke swimmer and the company's director of research, gave actual demonstrations of efficiency of Ta-pat-co life save cushions and vests. The six day conference was attended by: front row, left to right, Charlie Murray, Forrest T. Wile, Ned C. Herrold, sales manager, Mel J. Shaw, general manager, Art Thompson, assistant sales manager, Bob Logan, Harry Fetherlin, and Jim Van Canagan. Back row: W. A. Anderson, Bill Cott, Joe Nelms, Paul Gessner, Austin Fultz, Adolph Kiefer, Larry Horan, Harry Thomas and Lyle Patterson.

# RED JACKET

FOR OVER 70 YEARS  
A NATIONALLY KNOWN NAME  
FOR WATER SERVICE  
PRODUCTS

## A COMPLETE LINE OF PUMPS AND WATER SYSTEMS

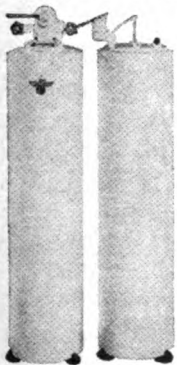


One of the most important factors for a dealer to consider when selecting pumping equipment is the completeness of the line. Red Jacket makes automatic water systems in all types and sizes and in every price range to meet the needs of your customers.

- SHALLOW WELL RECIPROCATING PUMPS
- SHALLOW AND DEEP WELL JET PUMPS
- DEEP WELL HEADS WITH THE FAMOUS "ROLLING POWER"

## A COMPLETE LINE OF HAND AND WINDMILL PUMPS

This line has been the farmer's choice for over 70 years. A wide range of both lift and force models are available for either hand or windmill operation. Also included are House Force, Trench, Rotary, Centrifugal, Thresher Pumps, Cellar Drainers and Pump Jacks as well as a complete line of Pump and Well Accessories. Red Jacket is still supplying repair parts for pumps built over 40 years ago.



## A COMPLETE WATER CONDITIONER LINE

Alert dealers who handle Red Jacket's pump line have discovered how easy it is to sell Water Conditioners along with Pumps and Water Systems. These dealers are enjoying greatly increased profits from selling this big market for Water Softeners. Sell a Water Softener with the sale of every Water System. Don't overlook the huge city market for Water Softeners either. Thousands of Softeners will be sold this year . . . get your share of these sales.

WRITE TODAY for a catalog of the types of Pumps and Water Conditioners about which you are interested. Write Dept. HA.



# RED JACKET

MFG. CO., DAVENPORT, IOWA  
*"The Choice That Makes Friends"*

Sell the best . . .

# Moline

## Steel Tackle Blocks



## Strong-Sturdy Dependable

The dealer who displays and sells MOLINE Steel Tackle Blocks is doing his customers a real favor and at the same time increasing his own profits. MOLINE blocks are made for both manila and wire rope with loose side hooks and come in sizes from 4" to 14", and for rope 1/2" to 1" diameter. They have heavy steel side plates and U-brackets; strong, oversized, extra strong hooks and thimbles; and are finished in rust resistant enamel. Rope life is increased because of rounded edges on side plates. The counter display stand as illustrated will sell these blocks for you.

ORDER TODAY FOR QUICK SHIPMENT!

Write Dept. HA-10 for full information.







DONALD W. RENNEWANZ

#### D. W. RENNEWANZ HEADS PACIFIC SALES DIST. FOR HOTPOINT, INC.

Donald W. Rennewanz has recently been appointed manager of the Pacific Sales district for Hotpoint, Inc., 5600 W. Taylor St., Chicago, 44, Ill. He succeeds Howard J. Scaife. Mr. Rennewanz joined Hotpoint in 1938 and in 1945 he was made sales manager of the range division.

#### BERGEN COUNTY HDWE. MERCHANTS HOLD DINNER-DANCE

The Bergen County Hardware Merchants Association, 158 Main St., Hackensack, N. J., recently held a dinner-dance for the induction of new officers at the

Teterboro Country Club. Jerry Scanlon, Cooker & Dunn Paint Co., as master of ceremonies, introduced the retiring president, Arnold Van Hertum. Mr. Van Hertum was presented with a gift as a token of appreciation by the organization.

Guest speaker for the evening was Judge Herman Van De Wart of the Court of Common Pleas, Bergen County, whose topic was, "Progress and Future of Bergen County." The association has been growing steadily since its formation two years ago, the object being to promote good will and understanding between the hardware dealers, manufacturers and sales representatives.

The newly elected officers are as follows: Floyd Winters, president; James Lanigan, vice-president; Robert Navara, secretary, and Harry Palmer, treasurer.

#### U. S. RUBBER APPOINTS COMBIER BRANCH SALES MGR. WIRE AND CABLE

The Wire and Cable Department of United States Rubber Co., Rockefeller Center, N. Y., has recently appointed Frederick P. Combiér manager of branch sales. Mr. Combiér was vice-president and sales manager of the Fibre Conduit Co., Orangeburg, N. Y., and also vice-president and sales manager of the Hunter Douglas Corp., machinery manufacturers; Circle F. Mfg. Co. and Robeson-Rochester Corp. He was one of the original members of the Hotpoint

sales force, serving as salesman, district sales manager and managing director of the Canadian company.

#### A. J. OLSON ADVANCED BY RYERSON & SON

Alfred J. Olson has recently been appointed assistant sales manager of the Chicago plant for Joseph T. Ryerson & Son, Inc., Chicago 80, Ill. He succeeds Ray C. Page who was recently named sales manager of the com-



ALFRED J. OLSON

pany's new steel service plant in the San Francisco area.

Mr. Olson joined Ryerson in 1923. He progressed through various divisions of the company until his appointment in 1936 as salesman in Illinois.



JOHN C. WALLACE

#### J. C. WALLACE RETIRES AS PERFECTION V.P., SALES DIRECTOR

John C. Wallace has retired as vice-president and director of sales for Perfection Stove Co., Cleveland, Ohio. Mr. Wallace joined the company when the organization was known as the Cleveland Foundry Co. in 1914. It was he who organized the company's first sales department. He toured all the 48 states and parts of Europe for many years until shortly before World War II. When he first started with the company its products consisted of oil cook stoves, portable heaters, portable ovens and enamel and aluminum ware. The line now includes oil burning ranges and cook stoves, oil and gas furnaces space heaters, portable heaters and accessories.

Mr. Wallace is known by many persons in the trade because of the many sales meetings he held throughout the United States over a period of 25 years. A member of the Perfection Stove Co., board since 1917, he will continue as a board member and a member of the executive committee.

#### INGRAHAM APPOINTS TWO DISTRICT MANAGERS

Herman P. Haynes has been named district manager for the West Coast, comprising 11 western states, and Theodore H. Klein, district manager for the district covering northern Illinois, Wisconsin, Minnesota and North and South Dakota, by E. Ingraham Co., Bristol, Conn.

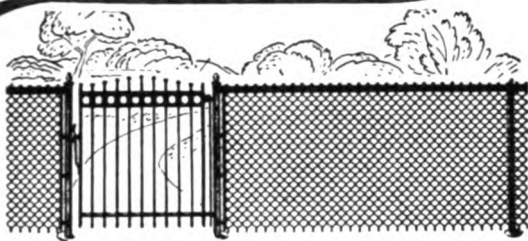
Mr. Haynes was formerly sales manager for United States Time and also sales manager of Benrus Watch Co., and Mr. Klein was associated with Montgomery Ward as a buyer.



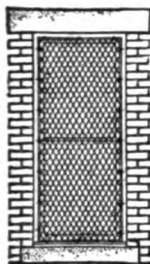
The Silex Co.'s 13th annual sales meeting held recently at French Lick, Ind., was attended by 94 members of the company—executive, department heads and sales representatives from all over the United States and Canada. The first session of the conference was opened by Frank E. Wolcott, president, who presented an over-all picture of the company's status. Sales policies and strategy for the coming year were announced by J. H. Townsend, sales manager. Research, new products, production, service, purchasing, selling and demonstrating were discussed by division and department heads. Thirty-five addresses were delivered, including talks by two guest speakers, P. L. Lessar, vice-president of Brown Supply, St. Louis, and Art Malone, buyer of housewares for J. L. Hudson, Detroit. Shown above is the eastern delegation of the company in Penn Station, New York, before they left by chartered Pullman for French Lick.

# INCREASE YOUR PROFITS with STEWART Products

● Hardware dealers all over the country are cashing in on the sale of Stewart products. A few are shown below. There are many others in iron, wire and bronze. You make no investment, and you are not required to carry any stock. Plan NOW to get your share of a tremendous backlog of this business. Write for complete details. There is no obligation whatever.



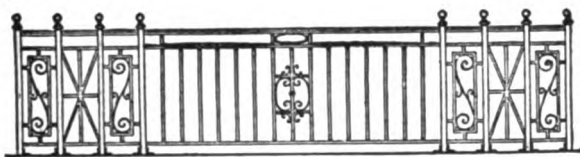
Stewart Chain Link Wire Fence will be available in various heights and weights with or without barbed wire overhang. Style 0TH shown.



Stewart Wire Window Guards fit any size or shape opening. Available now for protective purposes.



Stoop Railings are used extensively by builders of small homes. Made in various designs.



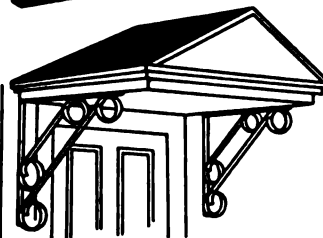
Stewart Plain and Ornamental Iron Railings for stairs, porches and balconies will be available in a wide variety of standard designs, or built to meet specifications.

**STEWART IRON WORKS CO., INC.**  
1537 Stewart Block Cincinnati 1, Ohio  
Experts in Metal Fabrications Since 1886

**Stewart** IRON and WIRE  
**FENCES**

## INSTANT ATTRACTION to Home Owners and Builders

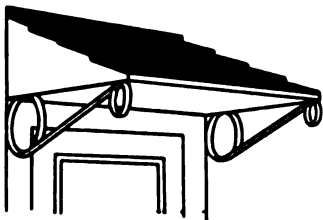
### All-Aluminum DOOR CANOPIES AND WINDOW SHUTTERS



#### GABLE TYPE DOOR CANOPY

48 inches wide, 32 inches deep, 17 inches tall. Finished in white with green roof. Packaged complete with 2 ornamental brackets for over-counter sale; ready to install.

ONLY \$29<sup>50</sup> Retail



#### SLANT TYPE DOOR CANOPY

48 inches wide, 32 inches deep, 9 inches tall. Finished in white with green roof. Packaged complete with 2 ornamental brackets for over-counter sale; ready to install.

ONLY \$18<sup>95</sup> Retail



#### LIFETIME SHUTTERS

All standard sizes in full louver, half louver, or plain panel styles—full range of standard sizes—special sizes made to order. Finished in green enamel. Packed complete with mounting screws, ready to install.

ONLY \$9<sup>80</sup> pr. up

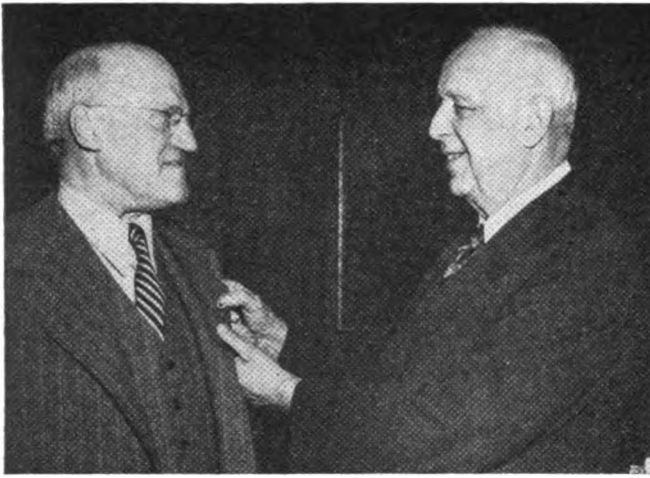
Home owners and builders, alike, enthuse over the beauty, protection and value attraction these Lifetime All-Aluminum Door Canopies and Window Shutters add to any home. Low in cost—quick and easy to install—permanently rust and rot proof—beautifully finished. Cash in now on the big sales demand by featuring these new products in your store. They are an attraction which will draw volume business for you.

*Write  
Today!*

National advertising is telling millions of people about these new products. You'll profit by tying in with the free sales helps available to you. Request full information, now.

**TEL-O-POST COMPANY**  
140 Ash Street • Akron 8, Ohio





A. Jae Sears, left, was presented with a gold pin signaling 35 years of continuous service with Goodyear Tire & Rubber Co.'s sales department, by P. W. Litchfield, chairman of the board, at a luncheon held recently in Akron. Mr. Sears, who was manager of the North Central division with headquarters in Chicago from 1929 until this year, is the company's oldest division sales manager in point of service. For several months he has been on leave of absence convalescing from an operation. Mr. Sears' first job with Goodyear was sales representative at the Minneapolis branch. Subsequently he became assistant district manager at Minneapolis, district manager at Sioux City, manager of Milwaukee district, sales manager for Western Division and manager of St. Louis and Chicago districts.

#### C. S. COLLADAY RETIRES AS PRESIDENT OF FRANK COLLADAY HDWE.

Charles S. Colladay has recently retired as president of the Frank Colladay Hardware Co., 420-428 E. Second, Hutchinson, Kan., wholesalers, and will be succeeded by Charles G. Colladay, grandson of the firm's founder and son of Glover S. Colladay.

The company started in business in 1903 and was incorporated the following year. Mr. C. S. Colladay has been head of the firm for the past 26 years. The officers are as follows: Charles G. Colladay, president; A. G. Schroll, vice-president, and J. A. Hurty, secretary-treasurer. The latter three and W. J. Smith and Charles S. Colladay were elected board members. The new president has been with the company 13 years, during which time he has worked in practically every department.

#### GILLETTE RAZOR BUYS TONI COMPANY

The Gillette Safety Razor Co., 15 West First St., Boston 6, Mass., has announced the acquisition of the Toni Co., Chicago, makers of the Toni home permanent wave kit and creme shampoo. The company will continue to be operated as before under the management of R. Neison Harris and Irving B. Harris.

founders and formerly principal stockholders, and Phil Kalech, sales manager.

#### ROBESON CUTLERY SALES MEETING HELD JAN. 11-13

The annual sales meeting of the Robeson Cutlery Co., Inc., was recently held in Perry, N. Y. The sales meeting was held at the factory and after previewing

the 1948 items, William H. Weintraub, president of William H. Weintraub & Co., Inc., New York City, ShurEdge advertising agency, stated that the advertising program for "ShurEdge" would continue to promote the idea of a basic knife wardrobe for the housewife plus the new Perma-Sharp process. Mr. Case announced simultaneously the completion of a factory addition which will house additional manufacturing facilities, executive offices and showroom.

#### J. F. TAPP NAMES MISSOURI SALESMAN

J. F. Tapp Co., 1515 Grand Ave., Kansas City, Mo., manufacturers' agents, has appointed Mike Coskey sales representative for the state of Missouri, including St. Louis. Harry Hutchens will act as special representative in Iowa and Nebraska assisting L. E. Zimmerman, district representative.

#### PARKER RETIRES AS MGR. COLUMBIAN ROPE'S CHICAGO OFFICE

Willard Parker was recently tendered a dinner party on his retirement after 43 years of service with the Columbian Rope Co., at the Lake Shore Athletic Club, Chicago. The party was attended by members of the Columbian sales staff in the Chicago area and their wives. He has been manager of Columbian's Chicago office since 1924. Prior to that he served in various capacities in the company's home offices in Auburn.



MARTIN H. WORK

#### WORK, REPCAL BRASS SALES MANAGER

Martin Haverly Work has recently been appointed sales and advertising manager of the Repcal Brass Mfg. Co.

Mr. Work was formerly an advertising executive with Young & Rubicam, Inc., of New York and Los Angeles.

#### GENERAL DETROIT NAMES THREE ZONE SALES MGRS.

The General Detroit Corp. has recently appointed three new zone sales managers. The new appointees are: Charles W. Self, in charge of the Cincinnati zone office at 307 E. Fourth St.; Paul R. Warren, head of the Boston zone office, 258 Park Square Bldg., and John Macksey, director of the St. Louis zone office at 318 Title Guaranty Bldg.



San Francisco Pot & Kettle Club annual Christmas Party was held recently at the Barbizon Rhumba Room, San Francisco, with the entertainment provided by its own fellow members including dancers, singers, juggler and highlighted with a "beef trust" Florida group. Max Fisher, The Continental Co., chairman of the party, wrote the script, was producer and director and emceed the show. Art Hitt, president of the club, W. C. Hitt Co., followed the show dressed as Santa and gave each person a comic gift. Mr. Hitt is shown above at the microphone.

**A CLOTHES LINE HOOK THAT LOCKS! 10¢**  
 THE NEW WAY IT CAN'T CUT IT CAN'T SLIP  
 THE OLD WAY

**DYNAMIC VALUES  
 SENSATIONAL SELLERS**

*Patented*  
**ROP-LOC**  
 CLOTHES LINE POLES  
 and Clothes Line Props



**THE ONLY POLES  
 WITH PATENTED  
 ROP-LOC HOOKS!**

**4 LINE POLE**

2 inch steel tubing or 1½ inch galvanized square bar with ground box . . . overall length is 8 feet. Four cadmium plated ROP-LOC hooks attached to the 36 inch wide cross arm.

**3 LINE POLE**

2 inch steel tubing . . . overall length is 8 feet, lacquered green finish. Three cadmium plated ROP-LOC hooks attached to the top of the pole.

**CLOTHES PROP**

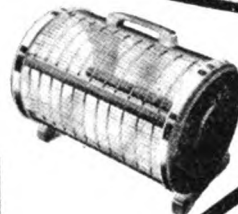
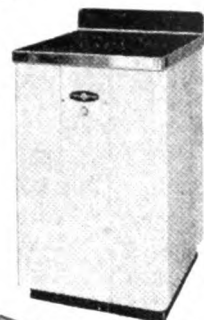
An outstanding new prop—with a positive grip top, and an anti-skid bottom. One piece steel tubing 8 feet long, lacquered green. Light in weight—sturdy . . . easy to handle.

If your jobber cannot supply you, send us his name with your inquiry.

**Rop-Loc Products Co.**

1401 West 9th Street • Cleveland 13, Ohio

**THEY'LL TOP YOUR  
 BEST SELLER  
 LIST!**



TOP LINE electric appliances are DESIGNED to be BEST SELLERS. Their bright, new beauty is truly eye-catching. They're work-savers and time-savers—and they're economically priced to offer your customers money-saving values along with TOP LINE quality. Every TOP LINE electric appliance—the beautiful and sensational cylinder-type electric room heater . . . the marvelous new 30-gallon Table-Top electric water heater with the scratch-proof, scorch-proof plastic top that makes extra counter space in the kitchen . . . the reliable all-white 30-gallon upright electric water heater . . . the lightweight, streamlined, super-size electric iron . . . the easy-to-clean, efficient electric churn that makes a breeze of butter-making . . . and the smooth-running, comfort-cooling attic fan—every one of them is engineered for long-term service and built for beauty and customer appeal.

*Write for catalog and price sheets now,  
 and put TOP LINE to work for you.*

Address: Dep't. H



**TENNESSEE VALLEY  
 MARKETERS, INC.**

117 NINTH AVE., NO., NASHVILLE 3, TENNESSEE

*Pioneers in Electrical Appliance Manufacture  
 in the Tennessee Valley*



# Chicago DIE CASTING Displays will Sell for You

Your counter becomes your stockroom when you use Chicago "on the counter" Displays

- SAVES SPACE •
- CREATES SALES •

Ask your Jobber about  
No. 50 Pulley Display

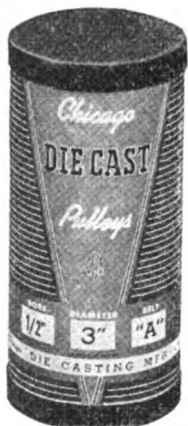
Twenty-four V-groove pulleys, in twelve popular sizes, from 1 1/2" to 5" make up this display. All pulleys are for "A" section belts, and are furnished in 1/2" and 3/4" bores. The display is attractively colored in Red, White and Blue.



## Chicago Packaged Pulleys

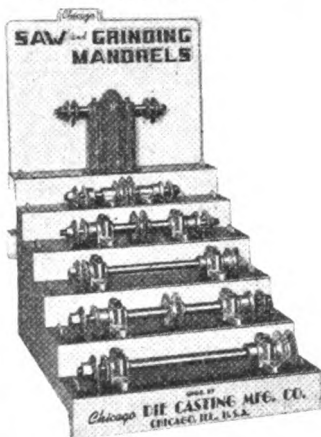
These colorful Red, White and Blue pulley display cans add to your profits 3 ways:

1. Displayed on your counter they attract customers to your home workshop line.
2. Your salesclerks save time, as each can contains 6 of one size pulley with diameter, bore, and belt size clearly marked.
3. Merchandise is always clean, and checking stock is a matter of minutes.



## No. 70 Mandrel Display

This display features 6 of the fastest selling saw, grinding, and buffing mandrels. Four of the mandrels are used for grinding and buffing. The other two are to be used with circular saws. The display is colored in Red, White and Blue, and has space in the rear for other sizes.



For Full Information Ask  
Your Jobber or Write  
for  
(Bulletin 47A)



## Chicago Packaged Mandrels

Your Chicago Mandrels now come to you in this smart, new, Red, White and Blue display carton. Feature this carton with your No. 70 display and add to your sales.

**Chicago DIE CASTING MFG. COMPANY**  
2510 West Monroe Street, Chicago 12, Illinois



HARRY D. KAISER

**HARRY D. KAISER**, who recently retired from the Philadelphia hardware firm of Kaiser Brothers after 55 years in the trade, says he finds the most pleasure in the enjoyment of his seashore home at Ocean City, N. J. Mr. Kaiser, who celebrated his 70th birthday on Jan. 12, is well deserving of his newly-found leisure for he began work on his 13th birthday as an errand boy for his father's grocery business, which later developed hardware as a major line. His son, Calvin L. Kaiser, is his successor in the hard-

ware firm. Mr. Kaiser has served as president of the Philadelphia Hardware Association, Retail Hardware Association of Philadelphia, Pennsylvania & Atlantic Seaboard Association and the National Retail Hardware Association. He has been affiliated with Masonic orders from the Blue lodge to the Shrine.

**OTTO L. BURGER** had 57 years of service to his credit when he retired recently from the Kruse Hardware Co., wholesale hardware firm of Cincinnati, Ohio. At the time of his retirement he was chairman of the board. He entered into partnership with Henry Bode and formed the Bode Hardware Co. in 1890, and served as bookkeeper. The Kruse Hardware Co. was formed in 1902 and Mr. Kruse was secretary until 1919 when he was elected president, which office he held until he resigned the office in February, 1944, to become chairman of the board. Mr. Burger's hobby is photography.



**OTTO BURGER**

**J. O. BAYNES**, owner of the Baynes Hardware Co., Sheffield, Pa., started his hardware career in 1897. He was a clerk the first year and then became manager and buyer for the hardware department of C. H. Smith Co. He remained with that firm and its successors until 1932 when he became a partner with A. C. Baynes in Baynes Bros. Hardware Co. Since 1935 he has been sole owner of the Baynes Hardware Co. His son, Robert J. Baynes, has been serving him as his assistant since July, 1947. Mr. Baynes' hobby is sports. He has served as a school director and is a Rotarian, an Odd Fellow and a trustee and member of the official board of the Sheffield M. E. Church.



**J. O. BAYNES**

**R. D. FOWLER** has engaged in the hardware business in St. Johns, Mich., for over 53 years, but he has no intention of retiring as yet. However, he does take time off, now and then, to travel, as he and Mrs. Fowler like to visit scenic spots in America, especially mountains. They are especially fond of the mountain scenery of the Adirondacks and New England. Mr. Fowler has with him in the business his son, C. W. Fowler, who is the third generation of his family to operate the business. Charles Fowler, who died in 1912, founded the business in 1895 with a partner, C. E. Ball, who died in 1930. R. D. Fowler went to work for his father when he was just 16, and is proud of the fact that even now he gets to the store at 6:45 a. m. He takes an interest in merchandising and operational details.



**R. D. FOWLER**

# NOW is the time to MODERNIZE for the *Busy Days Ahead!*

## HIRSH STANDARD STEEL UPRIGHTS for ISLAND DISPLAYS

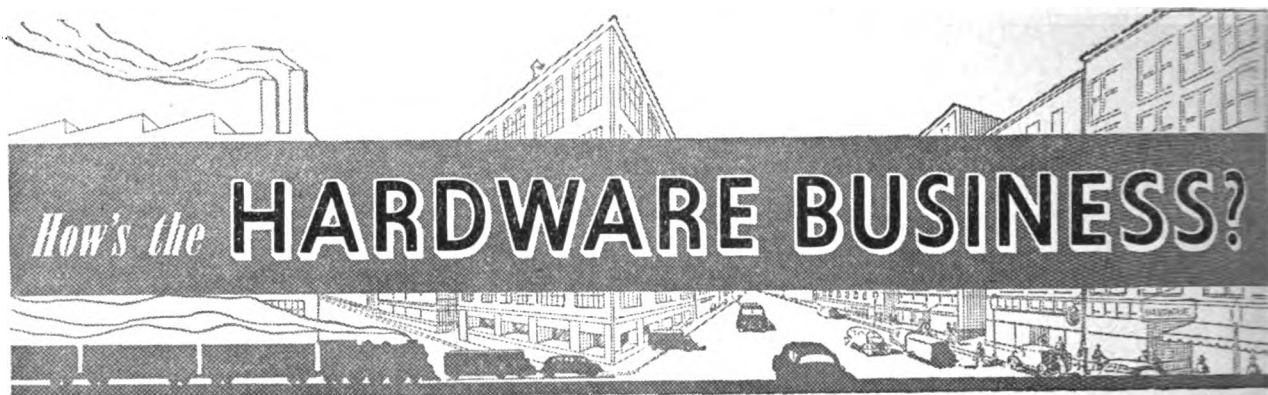
*Made for Any Store...  
...for Any Purpose!*



Don't remodel until you investigate first! Write for illustrated literature pertaining to these outstanding uprights! See what Hirsh Standard Steel Uprights will do for you. Your Hardware Jobber can get them for you, or write to  
**S. A. HIRSH MFG. CO., 3119 W. LAKE ST., CHICAGO**

S. A. Hirsh Mfg. Co., 3119 W. Lake St., Chicago 12, Ill.  
Please send illustrated and descriptive literature of Standard Steel Uprights.  
Name .....  
Address .....  
City .....  
My Jobber .....





# How's the **HARDWARE BUSINESS?**

**January 29, 1948**

**Pig iron raised** — From Birmingham, Sloss-Sheffield Steel & Iron Co. announced an increase of \$3.00 a ton in their price for pig iron. The new base price is \$36.38 a ton at Birmingham, effective Jan. 1. This is the first change in the price here since last August.

\* \* \*

**Nails and wire products**—On Jan. 8, American Steel and Wire Company advanced its standard nail items equivalent to 45 cents per 100 lbs. over the previous prices. Just before the close of 1947, the company had changed its method of quoting standard nail items to a "column" basis. The galvanizing extras on nails have been reduced 25 cents per 100 lbs. Bright and galvanized nails previously were sold on different bases, but by cutting galvanizing extras 25 cents, bright and galvanized nails are now sold on the same basis. American Steel & Wire Co. also announced price increases for barbed wire, approximating 60 cents; for single loop bale ties, approximating 40 cents, and for wire fencing, approximately 45 cents per 100 lbs. The demand for nails is expected to reach about 900,000 tons, or 100,000 tons more than last year, with the construction industry alone able to absorb about 772,000 tons. The nail industry is said to have the capacity to turn out 1,000,000 tons annually, enough to satisfy all demands and build inventories, but actual production will depend upon whether the steel industry can accelerate its production. Last year's total production was approximately 830,000 tons.

\* \* \*

**Other recent steel advances**—Carnegie-Illinois Steel Corp., subsidiary of the U. S. Steel Corp., has advanced its prices for tie plates and splice bars, used in laying railroad tracks, \$12 per ton. The new prices are \$85 for tie plates and \$77 per ton for splice bars, Pittsburgh and Chicago

base. Carnegie-Illinois also announced price advances for railroad axles, up \$8 per ton, from \$4.10 per hundred-weight to \$4.50. The company's "one wear" car wheels advanced \$2.50 each, and "multiple wear" wheels increased 7½ per cent.

\* \* \*

**Hotpoint inventories and prices**—Full price protection for all Hotpoint dealers and distributories on all inventories as of Dec. 31, 1947, following the company's price reductions, was announced by Leonard C. Truesdell, vice-president marketing, Hotpoint, Inc., Chicago. The new lower prices averaging approximately 5 per cent were made effective Jan. 1 on electric refrigerators, ranges, water heaters and Disposalls with "special attention being given to the more popular and lower price models." The officials said that these models were reduced more than the deluxe models in some instances. He warned dealers who are running local advertising and publicity on the new prices against creating the impression that Hotpoint products were greatly increased in supply. "We want to be sure that customers are not disappointed because of misunderstanding the reduced prices for large supply. Our company has taken the initiative in reducing prices as a step toward reversing the inflationary trend." He added that Hotpoint products are at all-time peak production and when facili-

ties are in place later in the year, supplies would be further increased.

\* \* \*

**Casein paint and kalsomine**—One manufacturer of casein paint and kalsomine has announced an advance of ½ cent per pound on casein paint and one cent a pound on kalsomine, effective Dec. 30, 1947. This was its first change in 12 months, and was said to be necessary because of increased costs of raw materials, containers, and labor.

\* \* \*

**Window glass increased**—Effective Jan. 1, one of the leading manufacturers of window glass announced a price advance of about 6 per cent. It attributes this rise to increases in wages, materials, fuel and freight, and say that it maintained the former—Jan. 1, 1947—prices beyond the period of "good business policy," in order to contribute toward general economic stability.

\* \* \*

**Bait assortment**—Tony Accetta & Son Cleveland, Ohio, have announced a new reduced price on their "Tackle Box," assortment of baits, now having a suggested retail price of \$5.50. Five baits are included.

\* \* \*

**Restaurant gas cooking equipment**—Standard Gas Equipment Corp., Baltimore, Md., has issued a new price list, dated Jan. 13 (No. 144) covering its current line of Vulcan hotel and restaurant gas cooking equipment. Downward adjustments are shown on

## ADVANCES

Standard nail items. Barbed wire. Single loop bale ties. Wire fencing. Tie plates. Splice bars. Railroad axles. Car wheels. Tin. Window glass. One line kalsomine. One line casein paint. Furniture. Some radio tubes. Pig iron.

## DECLINES

One line portable table model sun lamps. Some extras on nails. Refined nickel. Some lumber. One bait assortment.

## PRICES REAFFIRMED

Some lines sterling ware. Some lines plated silver ware.

al popular items of equipment. All  
s of Ni-Resist nickel alloy range  
Expando unit tops, offered as op-  
l equipment, are sharply reduced.

\* \* \*

**Silverware "holds the line"**  
The International Silver Co., silver-  
ware producer, will continue its six-year  
"d-the-price-line" policy into 1948,  
C. Stevens, president, has an-  
nounced. "Despite increasing costs of  
inflation," said Mr. Stevens, "we  
have no intention of raising prices on  
any of our nationally-advertised sterling  
plated lines in the near future.  
Furthermore, it is our earnest hope to  
continue this policy throughout 1948."  
Officers of International Silver are ex-  
pected to reach a new high in 1947  
and will be substantially in excess of  
1946 total of \$42 million. "Holding  
prices to pre-war levels has been volun-  
tary on our part," Mr. Stevens said.  
Even during the war years we never  
applied to the Office of Price Adminis-  
tration for price relief on any line in  
any quantity or price range from ster-  
ling to the most expensive plate." In-  
ternational Silver has been able to hold  
prices to pre-war levels largely because  
of the rapid and uninterrupted produc-  
tion it has been able to maintain, Mr.  
Stevens said. He said the bright pros-  
pects of the silverware industry can be  
enhanced and prolonged by keeping  
prices of the products well within the  
reach of the buying public.

\* \* \*

**Sun-lamp prices reduced** —  
Prices of portable table model sun  
lamps have been reduced from \$37.50  
to new prices of \$19.95, says Donald  
Drummond, New York, sales represen-  
tative of Sperti, Inc. Factory inven-  
tories are adequate to insure imme-  
diate deliveries, Mr. Drummond said,  
and dealers will be protected against  
loss on retail inventories.

\* \* \*

**Radio tubes** — Several manu-  
facturers of radio tubes have increased  
their prices of receiving tubes to manu-  
facturers of radio sets and allied equip-  
ment and also consumer prices on re-  
placement tubes.

\* \* \*

**Nickel reduced**—Prices of re-  
fined nickel were reduced 1¼ cents per  
pound on Jan. 1, reflecting the cut in  
import duty in the reciprocal trade  
agreement with Canada.

\* \* \*

**Wholesale prices rise again**  
—Wholesale prices continued a ten-  
week advance during the week ended  
Jan. 10, reaching a new post-war high.  
The Bureau of Labor Statistics reports  
its index (of about 900 commodities)

## HERE'S HOW LISTO PENCIL STOPS THE PET PEEVES OF WOMEN SHOPPERS! Saves Time .. Errors .. Money .. For Grocers!

**LISTO MAKES A  
STRONG, CLEAR PRICE  
ON ANYTHING!**

You'll stop the pet peeves  
of unpriced merchan-  
dise, illegible prices and  
pricing errors at the check-  
ing counter when you use  
Listo Pencils for pricing all  
merchandise in your store.

Listos are quick and easy to use. No broken leads,  
no sharpening ... no wasted stubs. So, everybody  
gains by Listo pricing. You save time. Your clerks  
save time. You speed up traffic at the checking coun-  
ter, and build customer confidence. It puts money  
in your cash register.

*Your Jobber, Stationer, or Paper  
Supplier all carry Listos*



# LISTO MARKING PENCIL

LISTO PENCIL CORPORATION • Alameda, California • Since 1921



EXTRA HEAVY LEADS  
THAT DON'T BREAK  
IN 6 COLORS  
BLACK YELLOW  
RED GREEN  
BLUE BROWN

**Why Not? Have your PERSONAL ACCIDENT  
and HEALTH INSURANCE with ...**

## EASTERN COMMERCIAL TRAVELERS

**Mutual Association • Direct Purchase  
No Branch Offices**

Massachusetts Company, Incorporated 1894

**Insure Your Earnings ... Protect All !**

ACCIDENT POLICY PAYS		SICKNESS POLICY PAYS	
\$5,000.00—\$10,000.00 FOR ACCIDENTAL DEATH	\$25.00—\$50.00 FOR WEEKLY DISABILITY	\$25.00 PER WEEK FOR CONFINING SICKNESS	\$10.00 PER WEEK FOR NON-CONFINING SICKNESS
Estimated Annual Cost \$15		Estimated Annual Cost \$24	

**MORE THAN 50 YEARS OF UNFAILING SERVICE**

**Provides protection 24 hours a day when travelling, while at  
work, around the home or on vacation**

**NO POLICY CANCELLED OR RATES INCREASED OR ANY  
BENEFITS REDUCED ON ACCOUNT OF ADVANCED AGE!**

**SEND THE  
COUPON  
T O D A Y**

John S. Whittamore, Sec.-Treas.  
Eastern Commercial Travelers  
80 Federal St., Boston

Without obligation, please send complete information and  
application for membership to

Name .....  
Address .....  
City ..... State .....  
HA-48 (No Solicitors Will Call)



# GREAT NECK Pioneers Again

WITH A  
*Real First*  
IN A  
**QUALITY TOOL!**

Advanced Design  
aims for  
popularity unlimited!

GREAT NECK features a revolutionary maximum-grip screw driver that will go over BIG. Let your experience check these qualities: Guaranteed eye-appeal in the richly colored unbreakable plastic handle (non-explosive, non-absorbent to grease or oils). Entire blade is of hardened and oil tempered quality alloy tool steel, highly mirror-polished. Bit is precision-ground to exact size. Blade is deeply embedded and twistproof. Here's a beautiful engineered tool to show off on your counters!

**PACKED 1 DOZ. PER BOX**

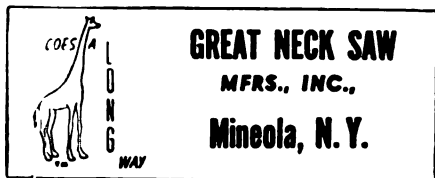
*"Quality in every tool"*

No.	Blade Length	Blade Dia.	Wt. Per Doz.
G47	4"	1/4"	2 lbs.
G57	5"	1/4"	2 1/2 lbs.
G67	6"	5/16"	3 3/4 lbs.
G87	8"	3/8"	5 1/2 lbs.
G107	10"	3/8"	6 1/2 lbs.
G48	4"	1/4"	2 1/2 lbs.
G68	6"	5/16"	4 lbs.
G88	8"	3/8"	6 lbs.

\*G-48, G-68, G-88  
are square blades

**SEE YOUR JOBBER**

**Nationally Advertised Products**



reached 164.5 per cent of the 1926 par. This was 17.5 per cent above the like 1947 week and less than 2 per cent below the all-time peak in May, 1920. Actually the increase for the week ended Jan. 10 was tiny, but it was a continuance of a steady upward index movement of 4.5 per cent in the last two months. The Bureau said generally higher prices for non-agricultural commodities more than offset lower agricultural prices during the latest week. Farm prices declined 1.1 per cent during the week with decreases registered in livestock, wheat and cotton wholesale prices. Food prices went up slightly. Commodities other than farm products and foods went up again for the sixteenth consecutive week, led by sharp advances for most oils, fats and petroleum products.

\*\*\*

**Ekco products sales** — Ekco Products Co., Chicago, Ill., consolidated sales for the fourth quarter of 1947 totaled \$10,040,000 to raise the total yearly sales to \$33,500,000, a record high for the company, Arthur Keating, president, recently announced. Included in the report are sales of the company's wholly owned domestic and foreign subsidiaries.

\*\*\*

**U. S. Steel Corp. capacity** — Benjamin F. Fairless, president, United States Steel Corp., stated, Jan. 14, that as of the first of this year, that corporation's rated annual capacity for the production of steel ingots and castings amounted to 31,226,000 net tons. Mr. Fairless pointed out that this capacity represents a net increase of 3,431,200 tons, or 12.3 per cent, since Jan. 1, 1940. The corporation's rated annual blast furnace capacity at Jan. 1, 1948, amounted to 24,860,500 net tons of pig iron and other ferrous products a net increase in the past eight years of 2,494,700 tons, or more than 11 per cent. The foregoing figures do not include 300,000 net tons of additional steel producing capacity and 1,000,000 tons of additional blast furnace capacity which are now in course of installation by United States Steel.

\*\*\*

**B.L.S. commodity prices** — Average primary market prices increased 0.3 per cent during the latest 1947 week, mainly because of advances for commodities other than farm products and foods, according to the Bureau of Labor Statistics. This marked the eighth consecutive week of increase in the bureau's index of commodity prices, which now has reached a new post-war high of 163 per cent of the 1926 average, 16.8 per cent higher than a year ago, and only about 2 1/2 per cent below

the peak reached after World War I, in May, 1920. The index for farm products advanced 0.1 per cent during the latest 1947 week, due mainly to higher quotations for livestock. On the average, prices of farm products were 17.5 per cent above a year ago. Average prices of all commodities other than farm products and foods continued to move steadily upward, rising by 0.4 per cent during the latest week to a level 17.8 per cent higher than a year ago.

\*\*\*

**Water systems** — The supply of sheet steel and pipe will in a large measure determine the number of water systems produced and installed in 1948, says Herbert C. Angster, executive director and secretary of the National Association of Domestic & Farm Pump Manufacturers. "If production of water systems were the only factor to be considered, it would be my forecast that we should reach a high of 800,000 systems during the year 1948, but the installation of a water system is contingent on sheet steel for pressure tanks and tubular steel products in the form of pipe." For the ten-year period before the war, according to Mr. Angster, the average water system production amounted to 162,500 units per year ranging from a low of 50,000 units in 1932 to a high of 347,055 units in 1941. While production of water systems was slightly curtailed during the war, plans were made to produce 500,000 units in the first full year after the war. Exactly 625,729 units were produced in 1946. At the present rate, there will be 725,000 units in 1947. "1948 is an enigma," says Mr. Angster. "We have a productive capacity in our factories to produce about 900,000 units per year but we have run into bottlenecks so far as sales and distribution are concerned, and these bottlenecks are almost entirely beyond our control. If we can get enough sheet steel and pipe, we can sell 800,000 units, but 1948 sales depend entirely on these factors."

\*\*\*

**Television sales** — Dealers and distributors of television receivers throughout the nation are unanimous in the expectation of a major boom soon in the sale of television sets, it was reported by Hamilton Hoge, president, United States Television Mfg. Corp. Factors given for the general belief include quality and dependability of sets made by established manufacturers, improved technical quality of the nation's television stations, more field service men with proper know-how, more and better programs, and above all, the long awaited rush of new television stations to start operations.

• • •

—Stewart-Warner says that 1947 was its largest peacetime year, with sales some 25 per cent over 1946. It adds that "orders continue to exceed our production, but demand for some items is beginning to slacken. We are not being sublimely optimistic about the future. On all lines we are planning for hard-hitting, competitive selling. We believe the era of the 'seller's market' is coming to an end and even though we have felt little decline in our orders, we do not intend to be caught napping."

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**JANUARY 29, 1948**



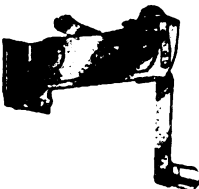
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and income to continue well into 1948. Domestic industrial demand alone is expected to exceed available supplies of copper, tin and lead. United States government stock-piling will bolster zinc, as well. It also is counted upon to absorb any copper, tin or lead which might unexpectedly show up in excess of industrial needs. Metal prices are particularly vulnerable to any general business recession, so that in large part the metals industry's expectations for 1948 are tied in with their belief in general prosperity.

\* \* \*

**Tin shortage** — World shortages of tin probably will continue through 1948, while production returns slowly toward the prewar level. Consumers see little hope of price relief. Tin was advanced by the Reconstruction Finance Corp. from 70 cents a pound at the beginning of 1947 to 80 cents April 3, and to 94 cents in December, but effective Jan. 1. The latter 14 cent increase was reflected promptly in brass products.

\* \* \*

**Copper demand exceeding output** — Industrial demand, government stockpiling and the Marshall Plan are counted upon to take all and more than United States copper mines can turn out in 1948, and to put a strong "floor" under the present 21½ cent per pound price. Producers expect the 1948 yield to be from 8 to 10 per cent higher than the 960,000 tons mined here in 1947. Consumers will need 15 per cent more copper in 1948 than in 1947, when they took more than 1,300,000 tons, says B. B. Caddle, secretary of the Copper & Brass Research Association. The industry may have to import considerable foreign copper.

\* \* \*

**Continued large lead demand** — American industry, which used a peacetime record of 1,100,000 tons of lead in 1947, is expected to need almost as much in 1948. Domestic mine production, 400,000 tons in 1947, may reach 425,000 tons in 1948, but lead scrap is expected to decline correspondingly, making the total domestic supply the same for both years. The deficit in 1947 was made up by importing some, and taking the rest from stockpiles, private and governmental. Now the government's stockpile has vanished, so that imports probably must continue high, even if consumption declines slightly.

\* \* \*

**Aluminum production gains** — According to R. A. Hunt, president, Aluminum Co. of America, the aluminum industry, now in its 60th year, topped all previous peacetime produc-

tion records in 1947. Only ten years ago, relatively limited commercial uses for aluminum employed about 200,000 persons. Now, close to 1,000,000 persons in the United States earn their livelihood either in the manufacture of aluminum or in the making of aluminum products. On the basis of figures published by the Bureau of Mines for the first nine months, it is estimated that actual 1947 production of aluminum was approximately 1,140,000,000 lbs., compared with 819,260,000 lbs. in 1946—an increase of more than 39 per cent. Mr. Hunt said, that, despite record production, demands were not being met at the close of 1947.

\* \* \*

**Silver for industrial use** — Varied industrial uses of silver in the last year have been at a level about three times higher than the average annual consumption during the prewar decade, according to Roy Wilcox, Silver Users Association. Total consumption was estimated at 85,000,000 troy ounces for 1947, with an indication of a demand at least that high in 1948. The figure for 1947 compares with a wartime total of 120,000,000 ounces in 1944.

\* \* \*

**Many refusing forward orders**—Many steel producers are refusing to accept orders for delivery in the second quarter. The steel companies have been allocating products to their customers. The allotments for delivery in the first quarter have been reduced. As a result many steel mills carry over into April much business which could not be filled in the current quarter. When second quarter books eventually are opened, a flood of orders is expected to come into the mills. Prices of several steel products were raised during the past month but there are no indications of upward revisions on major steel lines. It is the intention of the leading companies to hold to present prices where possible. There is no change in the scrap market. Leading steel companies are out of the market. It is the general opinion in the trade, however, that these companies eventually must come into the market and that when they do, scrap prices again will be forced up.

\* \* \*

**A fore-look on autos**—Ward's Automotive Reports estimated that December, with a total of 483,639 units produced in the automotive plants of the United States and Canada, established a new postwar high mark. Total 1947 output in the United States and Canada was placed at 5,048,780 cars and trucks. Ward's said "prospects for

1948 are relatively good, with a total of 5,500,000 cars and trucks from the United States and Canada forecast."

**Records broken and missed**—America's busy production plant, though shattering most peacetime records in 1947, missed some of them, too. Hunger for houses was high in the year, and so was the urge for new autos. Yet in peak-year 1925 work started on nearly 10 per cent more new homes than this year. And 1929 saw nearly 30 per cent more new passenger autos roll off assembly lines. Pleas for "more freight cars" were heard from end to end of 1947. Yet only about 67,000 new freight cars hit the rails during the year. That's two-and-a-half times as many as were made in pre-war 1939; but the total looks puny compared to the 175,000 put into service in 1923. But if a glance over the 1947 production record finds those entries disappointing, taken as a whole, the record is one of surprising output. For example, there was a deluge of radios—some 17,000,000 sets, compared with 10,500,000 in pre-war 1939. The Federal Reserve Board's index of industrial production (1935-39 equals 100) averaged about 186 for the year. That was 65 per cent above the pre-1939 record of 1937, and compared with an index figure of only 110 in booming 1929.

**Farm prices at peak**—Prices received by farmers broke all records by jumping 5 per cent during the month ended December 15 to a point 301 per cent over the 1909-14 average. But the level of prices farmers must pay for their purchases also reached a new high, 245 per cent of the earlier base period—the tenth consecutive monthly record. The net result of these changes is a "parity ratio" of 123, still 8 per cent below the record of 133 set in Oct., 1946. The parity ratio expresses the buying power for a farmer today in terms of the base period, 1909-14. The sharp increase in prices received was signaled by a general rise all along the commodity line. As of Dec. 15 farmers were receiving record prices for livestock and livestock products, food grains, feed grains and hay, and oil-bearing crops. Eggs were the highest of any December since 1920, and meat animal prices averaged above any December on record.

**New peak attained**—Business volume rose to a new post-war peak of 119.9 in the week ended Jan. 10, from 117.5 in the preceding week, according to Barron's Index. Last year's high was 119.2, reached in mid-December. Railroad freight loadings in the Jan. 10

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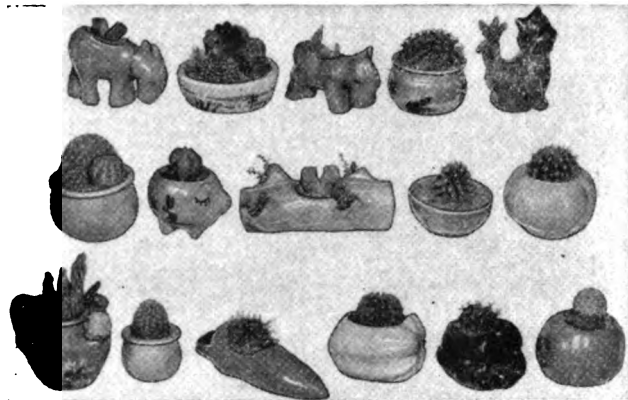
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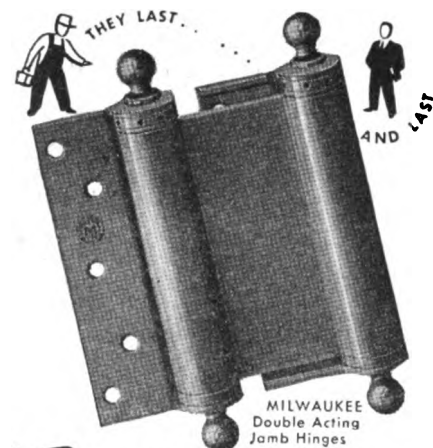
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week totaled 831,447 cars, an increase of 149,409 over the prior week and 494 cars above the like 1947 period.

\*\*\*

### Capacity largely increased—

Steel ingot production capacity now is rated at 94,233,640 tons, said Walter S. Tower, president, American Iron & Steel Institute. This total was an increase last year of almost 3 million tons. Two million more tons of new capacity are planned for completion during the next two years. Mr. Tower added that steel production set a new peace time record last year, "but still was about 6 million tons short of full capacity."

\*\*\*

### Predict large farm tool need

—Farm equipment manufacturers expect 1948 to be another billion-plus year in their field. The industry, according to preliminary and varying estimates, did about a \$1,250,000,000 business last year, in comparison with less than \$900,000,000 in 1946. Known for its low profit margins and the way it depends on farm income trends, these usually dictate "good" business for the industry when farmers get 12 per cent of the nation's income, "boom times" near the 15 per cent level, and a "slump" at 10 per cent. Farm income last year was about \$30,000,000,000, in comparison with national income of about \$220,000,000,000. Both figures were record highs. There still are many pre-war machines in immediate need of replacement, an official of one company said. The parts business hit a record level last year, and although there are indication that 1947 will stand as the peak, a substantial volume certainly can be expected this year. Used equipment in certain categories still is commanding "black market" prices, although the need at this time, of course, is not so desperate. Shortages of sheet steel, copper products and certain types of bearings have continued right into 1948, but the situation should be better, manufacturers feel. Whether it will improve enough to permit maximum use of the industry's added facilities is a question. According to one official, most of the trouble will be in pig iron and steel. Profit margins have been diminished by rising costs and efforts to hold prices down.

\*\*\*

### Building lumber eased —

A leading company, the Weyerhaeuser Sales Co., announces that, effective at once, it is reducing prices on several kinds of lumber used in home building. It says the reductions are made with a view "to do our part in reducing the cost of building and in checking the inflationary trends now threatening our

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## Changes

New products and new trade names are constantly being added to the listings for the next Directory Number of **HARDWARE AGE**.

Therefore, if you do not find in the current issue of the Directory Number the product you are interested in, write to the "Who Makes It" Editor. He'll be glad to serve you.

## HARDWARE AGE

100 E. 42nd St., New York 17, N. Y.

national welfare." The price cuts average 10 per cent at the mills on coast Douglas fir, western hemlock and coast red cedar lumber shipped to the retail lumber trade. The reductions, the company says, will be maintained for the next 60 days "and longer if we believe conditions warrant." It adds that the reductions will appear "in our price quotations to retail customers and also will apply to orders now on file for these customers and shipped after this date."

...

**Avoiding lumber waste** — A growing trend toward fuller utilizing of wood waste, and a gradual improvement in the ratio of forest growth to drain are indicated for 1948, according to American Forest Products Industries, Inc. Demand for forest products of all types, including pulp and paper products, is expected to equal or surpass even 1947 peaks. However, despite anticipated stepping up of production generally, industry leaders see little likelihood of meeting the probable demand, although lumber producers hope to. Increased availability of general construction lumber is predicted, but finished lumber, hardwood flooring and mill stock will remain tight, at least for the first half of the year. Preliminary estimates show 1947 was a banner year for production of forest products. At the year-end it was reported that lumber shipments had reached 2.3 per cent above production, and orders for the year were 2.4 per cent greater than output.

...

**Other building materials** — The Producers Council, an organization of manufacturers of building materials, has issued this estimate of supply situations for early 1948: Tight—cast iron soil pipe. Hard to get—structural steel, reinforcing bars, nails, sheet steel for warm air furnaces, duct work, downspouts and gutters. Other steel building products, notably pipe, web joists and rigid conduits, remain tight, as do bathtubs and water closets. On the encouraging side are the increasing supply of asbestos and asphalt products and insulation board. Two manufacturers estimated that 1948 production will be somewhat higher on these supplies, mainly because of modernization and expansion of plant facilities. Further increases are limited by the short supply of raw materials such as roofing felt, which is the basis for asphalt roofing—asbestos fiber from which many building materials are made, and wood pulp, an ingredient of insulation board. Gypsum products will also be in better supply, if the National Gypsum Co.'s estimate of a 25 per cent pro-

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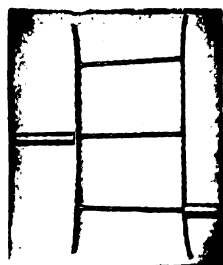
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duction increase in 1948 is realized. Gypsum board, a 1947 headache, will probably be in good supply this year, with production of 4,500,000 board feet anticipated. About 4,300,000,000 board feet would satisfy construction industry needs. Some gypsum board sheeting may even be substituted for lumber, it is said. Despite the greater production anticipated in rolling stock, some areas may still have supply difficulties because of the shortage of freight cars.

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**Department store sales**—In its usual weekly announcement, the Federal Reserve Board says that department store sales in the week ended Dec. 27 were 27 per cent above sales in the corresponding week of the preceding year.

• • •

**Appliance output booms**—Electrical housekeeping took a great stride forward during the last year, with volume production of automatic home appliances. With the start of 1948, output of automatic washers is moving ahead sharply. Electric clothes dryers are being produced on an ever-growing scale. Automatic dishwashers are coming into popularity as never before, and electric blankets have established themselves with the public. The industry has been whittling away at the pentup demand for basic appliances. Major household items—particularly refrigerators, ranges and washers—still are harder to get than small appliances. Electric clocks are readily available; waffle irons and simple type toasters, steam and standard type electric irons are in good supply. Automatic “pop-up” toasters are still hard-to-get, and some types of mixers are short. Flat plate ironers are said to be more difficult to buy than rotary types. Vacuum cleaners, generally are in good supply. However, it still is not possible to be sure of getting the particular appliance one wants, from some certain manufacturer for immediate delivery. A Frigidaire spokesman says his company's refrigerators still are “90 per cent in a seller's market,” although in some areas some models, “have slipped over into a buyers' market.” Refrigerators are in tightest supply of all major appliances, and they are harder to get in some sections of the country than in others. The same applies for washing machines and ranges. Some makes of major appliances are in better supply than others, too, depending upon a given company's production plans.

• • •

**Some new marks**—Makers of most home appliances poured an unprecedented flood of their wares into the thirsty consumers' market. Produc-

tion of vacuum cleaners and washing machines broke all previous records. Some 3,000,000 vacuum cleaner sets were made during 1947; that compares nearly three-for-one with 1939 output of 1.1 million. The year's 3.5 million new washing machines more than doubled the 1.4 million made in 1939. The three million refrigerators made during the year fell short of the record 3.5 million made in 1941, but the total was better than half again as large as 1939 output of 1.9 million units. Lack of steel and small electric motors kept refrigerator production from being much higher. Fuel and power for the nation's busy factories, trains, and automobiles were produced at a most satisfying tempo. Electricity makers opened up with a record output of about 305 billion kilowatt-hours of current. In 1939 electric power production was only 128 billion kilowatt-hours. 1947's wheat crop added up to just under 1.4 billion bushels. The greatest harvest in U. S. history, it compared nearly two-bushels-for-one with the 1939 crop of 741 million bushels. But the corn crop, nipped by bad weather, was sharply under the 1946 record and slightly below 1939 production.

• • •

**Home-building in 1947**—Private spending on home construction reached a record \$4,939 million last year, the Commerce Department estimated, but said the record was due in part to increased prices. The spending figure was a rise of 55 per cent over 1946. The number of new dwelling units started in 1947 was over 860,000, beating the preceding year but falling far under the 937,000-unit record of 1925. The department said it expects new records—both in dollars and in new homes started—to be set in 1948. It forecast that this year \$6 billion will be spent on private housing and 950,000 units started. These estimates assume that costs will average “moderately” higher in 1948 than in 1947. Expenditure on new construction of all kinds, with private housing the biggest single item, set a dollar record of \$12,878 million in 1947, but fell under the physical volume of less costly 1941. Here again, the Department forecast that 1948 will bring a further new high in dollar expenditure on constructions in general, but officials said that physical volume will still fall short of the 1941 record because of price increases since then. Its estimate of expenditures on new construction during 1948 is \$15.2 billion, or 18 per cent above last year. While 1947 private home building expenditures were increasing 55 per cent, private non-residential building dropped off 5 per cent from the preceding year.



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 Small and large for holding the garden hose, lawn mower, etc. in place. Metal clips, made on order, to a size (3 in. long and 1 in. wide). Retail at 5¢ each. Write for request.



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**ASK YOUR JOBBER**  
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 PATENTED  
 FILE HANDLE. Assures better workmanship and safety to user. It can't split.  
 FILE CARD—cleans files, tape and dies quickly and thoroughly.  
 NO. 5 SCRAPERS—single or double end.  
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Production and incomes soar—The United States in 1947 turned out goods and services with a record market value of \$230 billion. Income for individuals and corporations also set a new peak for the year of over \$200 billion. Most of the dollar increase was due to sharp price increases rather than to expanded production and consumption, according to the Department of Commerce. Production and consumption expanded during the year, but only "moderately," the department said. The previous record for the gross national product—the market value of all goods and services produced in the U. S.—was in 1945, at \$213.1 billion. Last year, the gross national out-turn was \$203.7 billion. The \$200 billion national income figure of 1947 compares with \$178.2 billion in 1946. The most notable increases in production were in construction and in manufacturing industries turning out producers' goods and consumer durables. The volume of agricultural output was a little higher than in 1946, and in some non-durable fields, such as textiles, there was actually a decline in volume. Wages and salaries, farm and urban incomes, and profits shared in the advance of national income to slightly over \$200 billion. Personal incomes approximated \$197 billion, up about 11 per cent from the 1946 figure of \$177 billion, but consumers spent more of their incomes than in the previous years and saved less. Consumer outlays for goods and services were about \$164 billion, up 14 per cent from 1946, while personal savings dropped from \$15 billion to about \$11 billion.

Mid-winter furniture notes—The influence of rising prices on demand is one of the big questions in the furniture industry as the big Winter home furnishings and furniture "markets" are held. Prices are higher almost all along the line, and manufacturers must know if the advances will scare off retailers. The expectation is they will not, in view of the better workmanship and materials now offered, the high level of recent retail sales, and the buyers' own bitter experiences with overcautiousness six months ago. Extensive restyling of lines is not in evidence, and 1948 models show changes mostly in patterns and coloring. The effort to satisfy current demand prevents furniture makers from making radical innovations, while the continued steel shortage has appliance manufacturers in arrears on their markets. Sound buying by dealers is generally reported to prevail.


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**ANOTHER MUST FOR SPRING STOCKS**  
 Shelby Adjustable Surface Door Hinges—Series 80 00 1—will hold an active spot in your spring sales. Don't overlook them, for many new doors will be hung—hinges replaced on old ones. Their adjustable spring tension is a popular feature with all users.  
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 Check your inventory—then, to insure delivery—order a good stock from your jobber.

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**NOW AVAILABLE!**  
**CARLOAD QUANTITIES OF GALVANIZED BEFORE WEAVING**  
**POULTRY NETTING**  
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 12" to 72" Widths  
**POULTRY and RABBIT FENCING**  
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Each \$1.00 list includes four cleats.

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## Coming Conventions and Events

*Corrected Each Issue According to Latest Data*

**Alabama, Retail Hardware Association** of, annual convention, May 13-14, 1948, at the Admiral Sims Hotel, Mobile, Ala. Mrs. J. H. Crowe, 509 No. 19th St., Birmingham 3, Ala., secretary-treasurer.

**Air Conditioning Exposition**, 8th International Heating and Ventilating Exposition, Feb. 2-6, 1948, at the Grand Central Palace, New York City.

**Albany Sportsmen's and Boat Show**, Feb. 28-March 7, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

**American Hardware Manufacturers Association**, 94th semi-annual convention meeting jointly with the 57th annual convention of the Southern Wholesale Hardware Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association and T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

**American Toy Fair**, New York City, March 8 to 20, 1948, with exhibits at 200 Fifth Ave., 1107 Broadway and other permanent showrooms and at the Hotel McAlpin. Horatio D. Clark, managing director, Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., New York 10, N. Y., is manager of the American Toy Fair.

**Arkansas Retail Hardware and Implement Assn.**, convention and exhibit, Feb. 16-18, 1948, at Little Rock. A. W. Porter, Lafayette Hotel, Little Rock, secretary.

**Buffalo Sportsmen's and Boat Show**, April 17-25, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

**California Retail Hardware Association**, annual convention, Feb. 16-18, 1948, at the Western Merchandise Auditorium, San Francisco, Calif. LeRoy Smith is manager-treasurer with headquarters at the Western Merchandise Mart, Suite 262, 1355 Market St., San Francisco 3.

**Carolinas, Hardware Association** of the, annual convention, June 10-11, 1948, at Hotel Robert E. Lee, Winston-Salem, N. C. Mrs. Sally Couch Masten, 118 E. 4th St., P. O. Box 2008, Charlotte 2, N. C., acting secretary.

**Coast-to-Coast annual meeting and exhibit**, Feb. 9-11, 1948, at the company's quarters, 29-43 Main St., S. E. Minneapolis 14, Minn.

**Connecticut Hardware Association**, annual convention, Feb. 10-11, 1948, at the Hotel Taft, New Haven, Conn. Ned Russell, Harris Hardware, Southport, Conn., secretary.

**Conron, Inc.**, Danville, Ill., hardware wholesalers, dealer show, Feb. 17-19, 1948, at Illinois State Armory, Danville, Ill.

**Franklin Hardware & Supply Co.** annual stockholders' meeting and exhibit, Feb. 3, 1948, at the company's offices and warehouse, 918-928 N. Delaware Ave., Philadelphia, Pa. F. Leon Herron, general manager.

**Hardware Golf Association**, 22nd annual tournament Sept. 9-11, 1948, at the French Lick Springs Hotel, French Lick, Ind. Ditz Lusk, Henry Disston & Sons, Inc., Kansas City, Mo., secretary-treasurer.

**Illinois Retail Hardware Association**, annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Sherman, Chicago, Ill. William F. Ewert, 1194 Merchandise Mart, Chicago 54, Ill., managing director.

**Iowa Retail Hardware Association**, 50th annual convention and hardware show, Feb. 10-13, 1948, in Des Moines. Iowa, Hotel Savery, is convention headquarters, exhibit held in Coliseum Building. Philip R. Jacobson, Mason City, Iowa, secretary.

**Louisiana Retail Hardware Assn.**, annual convention and exhibit to be held jointly with the Mississippi Retail Hardware and Implement Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

**Marshall-Wells Associates Stores** Congress, joint Billings and Duluth branches meeting, March 8-10, 1948, at Duluth, Minn., and joint Spokane and Portland branches, April 12-14, 1948, at Portland, Ore. Details are tentative.

**Metropolitan Home Show**, April 17-24, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass.

**Michigan Retail Hardware Association**, annual convention and exhibit, Feb. 24-27, 1948, in Grand Rapids, Mich. Pantlind Hotel is convention headquarters, exhibit at Civic Auditorium. Harold W. Schumacher, 1112

**A Popular Line with Shooters**

# LYMAN SIGHTS

**IDEAL RELOADING TOOLS  
METALLIC SIGHTS  
TELESCOPE SIGHTS  
CUTTS COMP**

Lyman Products profitable to handle.  
They are accepted by sportsmen.  
Distributed through the trade.  
Nationally advertised.

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*Established 1878*  
**MIDDLEFIELD, CONN.**



## CARTER FISH POLE HOLDER

The single universal joint of the Carter Fish Pole Holder makes it handy and easy to use. There are no gadgets to adjust or break . . . and it is strongly made of rust-proof aluminum castings highly polished for eye-appeal. The Carter holder is boxed in an illustrated black and red container which will attract the customer and make sales easy.

### Selling Helps

With every order for Carter Fish Pole Holders, literature suitable for enclosing with bills or for counter handouts is inclosed free of charge. Also available free upon request are brilliantly colored counter cards and a complete counter display for mounting the holder as it would be used. Write for additional details and discounts.

**Made of Polished Aluminum**

*Order Today*

**CARTER MANUFACTURING CO.**

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## NEW PACKAGE DEAL FOR MORE FISHING TACKLE PROFITS

**BACKED  
BY THE  
GREATEST  
ADVERTISING  
CAMPAIGN  
IN THE  
HISTORY  
OF THE  
INDUSTRY**

**See us at  
the Show  
Rooms  
1041-1042  
Hotel  
New Yorker  
Feb. 1st-6th**

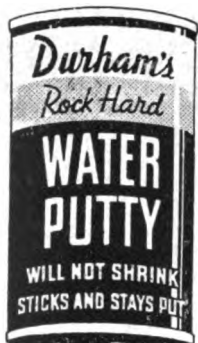
These sales producing H-I displays will build greater fishing tackle profits for you. Each striking, attention-getting card—one for rods . . . one for reels . . . one for lines—is a complete unit, featuring items especially selected for BUY APPEAL. And each one will be pre-sold to your customers by the greatest consumer advertising campaign in the history of the tackle industry.

This new triple barreled merchandising set-up is your opportunity to cash in with H-I. Feature all three displays. Then watch your tackle sales and profits jump. See your H-I representative or write us direct for complete information.

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**UTICA, NEW YORK**

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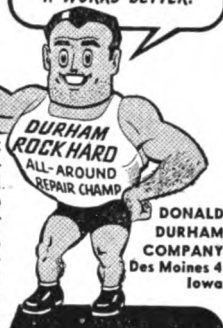




**Here's the one that WON'T SHRINK**

*This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.*

Most dealers report: "Our sales of Durham's Rock - Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit-margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or four 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users.



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AIR  
PILOT  
LANTERN**  
ON EVERY JOB

*It's Stormproof!*

Order through Your Jobber  
**EMBURY MFG. CO., WARSAW, N. Y.**



Olds Tower, Lansing 8, Mich., manager.

**Mill Supply Joint Regional Meetings of the American Supply & Machinery Manufacturers Assn.,** 1108 Clark Bldg., Pittsburgh, Pa.; **National Supply & Machinery Distributors' Assn.,** 505 Arch St., Philadelphia, Pa., and the **Southern Supply & Machinery Distributors' Assn.,** 712 Volunteer Bldg., Atlanta, Ga., will be held as follows: March 23, 1948, at the Palmer House, Chicago.

**Mississippi Retail Hardware and Implement Assn.,** annual convention and exhibit to be held jointly with the **Louisiana Retail Hardware Assn.,** June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

**Missouri Retail Hardware Association,** annual convention and exhibit, Feb. 24-26, 1948, at the Jefferson Hotel, St. Louis, Mo. Louis C. Kreh, 1189 Arcade Bldg., 812 Olive St., St. Louis, Mo., secretary.

**National Retail Hardware Association,** 49th annual Congress, July 12-15, 1948, Chalfonte-Haddon Hall Hotel, Atlantic City, N. J. Sessions at Haddon Hall, Rivers Peterson, 333 No. Pennsylvania St., Indianapolis, Ind., managing director.

**National Sportsmen's Show,** Feb. 14-22, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

**Nebraska Retail Hardware Association,** annual convention and exhibit, Feb. 25-27, 1948, at Omaha, Neb. Meetings at Hotel Paxton, exhibit at City Auditorium. C. A. McCoy, 325 Insurance Bldg., Lincoln, Neb., secretary.

**New England Hardware Dealers Association,** annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Statler, Boston. Russell Mueller, 185 Dartmouth St., Boston 16, secretary.

**New England Housewares Show,** Feb. 16-20 at the Parker House, Boston, Mass. Show committee has offices in Room 282 of Parker House. Robert Uek is chairman.

**New York State Retail Hardware Association,** annual convention and exhibit, Feb. 17-19, 1948, at Buffalo, N. Y. Convention headquarters at Statler Hotel, exhibit at Memorial Auditorium. Nicholas H. Kiley, 58 Hills Building, Syracuse 2, N. Y., secretary.

**North Coast Retail Hardware Association** annual convention, Feb. 8-10, 1948, at the Multnomah Hotel, Portland, Ore. D. D. Stewart, 714 American Bank Bldg., Seattle 4, Wash., secretary.

**North Dakota Retail Hardware Association,** annual convention and exhibit. March 23-25, 1948, at Fargo, N. D. Convention headquarters at

Hotel Gardner, meetings at the Town Hall, exhibits at the Fargo Auditorium. Miss Clarine Sherwood, 21 Clifford Building, Grand Forks, N. D., secretary.

**Northern Wholesale Hardware Co.,** annual dealer meeting during month of February in company's own quarters, 805 N. W. Glisan St., Portland, Ore.

**Ohio Hardware Assn.,** annual convention and exhibit, Feb. 3-6, 1948, at the Cleveland Public Auditorium, Cleveland, Ohio. John B. Conklin, 198 S. High St., Columbus, Ohio, secretary.

**Oklahoma Hardware and Implement Association,** annual convention and exhibit, Feb. 3-5, 1948, at Oklahoma City, Okla. Meetings and exhibit at Municipal Auditorium. R. K. Thomas, 711 Wright Building, Oklahoma City 2, Okla., secretary.

**Panhandle Hardware and Implement Association,** annual convention Feb. 9-10, 1948, at the Herring Hotel, Amarillo, Tex. Mrs. C. L. Thompson, Canyon, Tex., secretary-treasurer.

**Pennsylvania and Atlantic Seaboard Hardware Association** annual convention and exhibit, Feb. 9-12, 1948, at Convention Hall, Philadelphia, Pa. W. Glenn Pearce, 400 N. Broad St., Philadelphia, Pa., managing director.

**Rochester Sportsmen's and Boat Show,** March 27-April 4, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

**South Dakota Retail Hardware Assn.,** annual convention and exhibit, March 16-18, 1948, at the Sioux Falls, S. D., Coliseum. Convention headquarters at the Hotel Cataract. Earl Erlandson, Cottonwood, S. D., secretary.

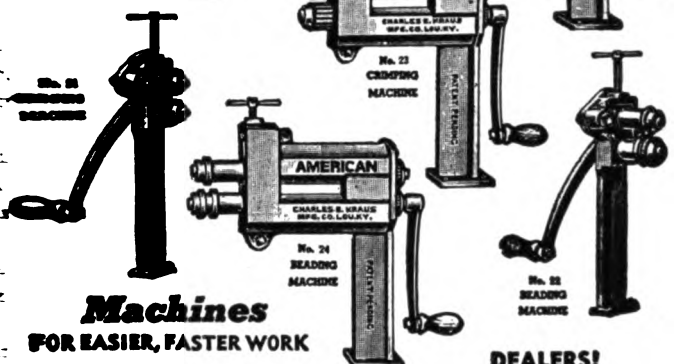
**Southern California Retail Hardware Association,** convention and exhibit, Feb. 17-19, 1948, at Long Beach. A. C. Kammeier, 416 W. 8th St. Los Angeles 14, secretary.

**Southern Wholesale Hardware Association,** 57th annual convention meeting jointly with the 94th semi-annual convention of the American Hardware Manufacturers Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

**Sportsmen's Shows,** Boston, Jan. 31-Feb. 8, 1948; New York, Feb. 14-22, 1948; Albany, N. Y., Feb. 28-March 7, 1948; Toronto, March 13-20, 1948;

# Machines for Cutting Crimping and Beading

STOVE PIPE  
FURNACE PIPE  
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**Machines**  
FOR EASIER, FASTER WORK

Distributors—Sales Representatives  
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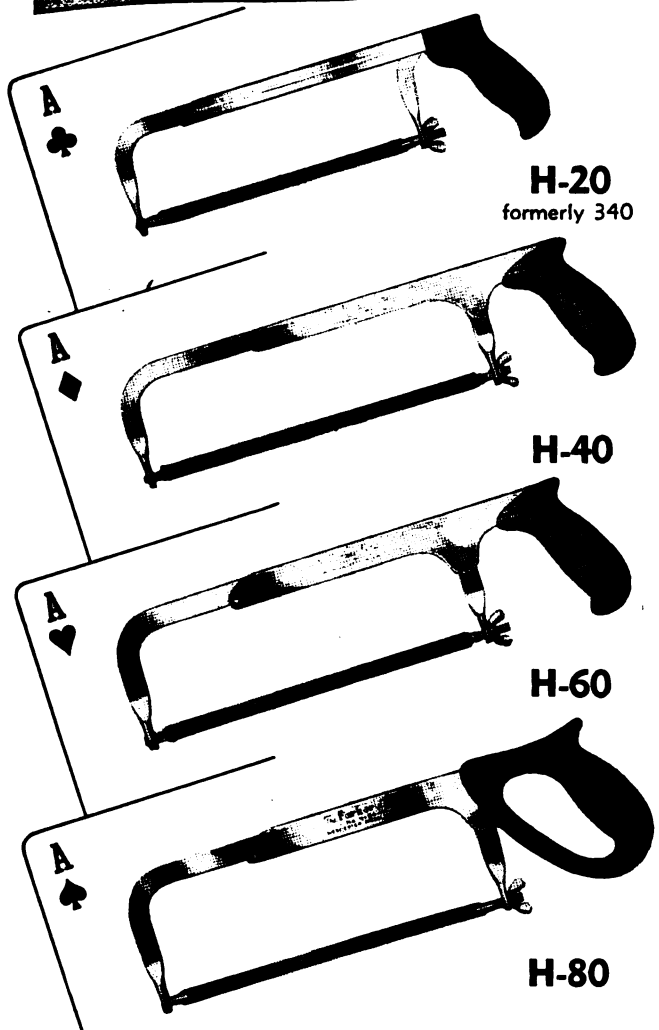
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Write**

**FOUR OF A KIND  
All Aces**



RUGGED construction, top grade material and many new, exclusive features make these four Parker Hack Saws your customers' on-sight, first choices for heavy duty, all 'round service. Each one has a patented, forged one piece end and forged one piece stud, exclusive features with Parker Saws. There are no welded clips to break off and no pins to come loose. Square studs completely eliminate blade twist. Blades can be faced in four directions. Adjustable frames permit use of 8" to 12" blades. Wing nuts allow for easy and secure adjustment. Like all items in the Parker Line of Quality Small Hand Tools, these improved Hack Saws are sure-fire profit builders for you.

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IN OUR  
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**P E X T O**

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Before many of the others  
had even begun, this really old  
reliable factory was supplying

**TOOLS**

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business to enjoy a PROFIT!

AND WE'RE STILL GOING STRONG

*"There's A Reason"*

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## Animal Shampoo

(Highly Concentrated)  
Wet animal's hair. Apply shampoo. Wash thoroughly in circular motion with brush, cloth or sponge. Rinse and dry. A superior and economical shampoo. A non-irritating cleaner for hair and skin.

## SHEPS ANIMAL Hair Dressing

Made Especially for  
**SHOWTIME**

Racing, Fairs, 4-H Clubs, Circus, Sales—wherever horses, colts, cattle, calves, dogs, and pets are featured. Makes all animals hair slick and glossy. Economical—Only a small amount required.



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## Liquid Saddle Soap A Leather Cleaner

Highly concentrated. For saddles, shoes, boots, leather jackets, golf bags, riding and harness equipment—all fine leather. Cleans—Softens—Preserves.

A Superior Soap for the Shine Trade  
Sold by jobbers everywhere  
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ROY W. SHEPARD, "SHEP"

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*Always  
dependable!*

No finer tribute could be our reward for an earnest endeavor to build a worthy product. The wide endorsement National Builders' Hardware has received from architects, contractors and builders everywhere is a safe buying guide for those who appreciate the importance of selecting hardware that delivers long, dependable service.

Designed right and built right to withstand hard use in every climate, this hardware is well worthy of recognition. Specify National!



The complete line embraces practically every requirement for builders' hardware.

**NATIONAL MANUFACTURING  
• COMPANY •  
STERLING • • • ILLINOIS**

Rochester, N. Y., March 27-April 4, 1948; Buffalo, April 17-25, 1948. Complete information available from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

**Tennessee Retail Hardware Association**, annual convention, Feb. 23, 24, 1948 (tentative), at the Andrew Jackson Hotel, Nashville, Tenn. Morris Jones, 501 Republic Building, Louisville 2, Ky., secretary.

**Triple Mill Supply** convention. April 26-28, 1948, at Atlantic City, N. J. Sponsoring associations are the American Supply & Machinery Manufacturers' Assn., Inc., general manager, R. Kennedy Hanson with headquarters at 1108 Clark Bldg., Pittsburgh 2, Pa.; National Supply & Machinery Distributors' Assn., secretary-treasurer, Henry R. Rinehart with headquarters at 505 Arch St., Philadelphia 6, Pa.; Southern Supply & Machinery Distributors' Assn., secretary-treasurer, E. L. Pugh, 712 Volunteer Bldg., Atlanta 3, Ga. The first

Conference Booth Program will be held concurrently with the convention at the Atlantic City Auditorium.

**Virginia Retail Hardware Assn.**, annual convention and exhibit, March 23-25, 1948, at Roanoke, Va. Meetings at Hotel Roanoke; exhibit at City Auditorium, G. T. Amohundro, Jr., Scottsville, Va., secretary.

**West Virginia Hardware Association**, convention, Feb. 16-17, 1948, at Clarksburg. James C. Fielding, 1628 McClung St., Charleston 1, secretary.

**Wisco Hardware Co.**, 21st annual merchandising school and sales show, Feb. 9-11, 1948, at 15 So. Brearly St., Madison, Wis.

**Wisconsin Retail Hardware Association**, annual convention and exhibit, Feb. 3-5, 1948, at the Milwaukee Auditorium, Milwaukee, Wis. H. A. Lewis, Stevens Point, Wis., secretary.

**World Hobby Exposition**, Feb. 21-28, 1948, at the Coliseum, Chicago. Sponsored by World Hobby Exposition, Inc., 331 Madison Ave., New York City.

## Price Line Can Be Held if Wages Are Stabilized

**M**OST manufacturers believe that they can hold prices at present levels if wages are stabilized at current levels and production is not lowered, according to a survey of current business practices conducted by the National Industrial Conference Board, 247 Park Ave., New York City.

Cost increases arising out of the second round of wage increases, executives report, "have been largely absorbed through reduced profits, higher prices, increased efficiency, larger volume. But any further rise in the cost of living may set off strong demands for another wage increase which most producers fear they cannot absorb."

Demand for goods continues to be "favorable." A large majority of the producers report that new orders are holding steadily at a high level. Only 21 per cent report a declining trend. Consequently production prospects generally are regarded as favorable.

Nearly all producers of primary goods assert that they hope to avoid price increases during the next six months while about two thirds of the metal manufacturers express similar expectations. Among the other manufacturers, estimates of increased prices and unchanged prices are about evenly divided.

If additional wage increases do not occur, six out of every eight executives believe that present prices can be held. To realize any degree of price stability, wages, executives

observe, would have to "be stabilized all along the line." In many instances, their belief that prices could be held if wages are held is based on the assumption that volume can be maintained.

Manufacturers who believe that they cannot hold their prices even if wages are stabilized mention raw material prices as the uncertain factor. In some other cases, manufacturers report that they have not felt full impact of previous wage increases and, because present margins are too low for comfort, upward adjustments will be necessary.

The great majority of manufacturers say that the second round of wage increases has been absorbed. Great stress is laid on the importance of increased efficiency and productivity. Some manufacturers report, however, that productivity per man hour or machine hour is below normal and that there appears to be little expectation of improvement.

Increased price resistance is evident, but it has "not adversely affected" a large segment of demand. Very little increased resistance is observed by primary producers, which includes steel and petroleum. For all manufacturers represented, one third find price resistance on the increase, while two thirds have not as yet encountered it. More cautious buying attitudes by the customers are reported by a few, as is a shift in demand to lower-priced merchandise.

**PROFITS** FOR HARDWARE DEALERS

LIKE PICKING  
MONEY OFF THE FLOOR  
with *Lincoln*  
RENTAL SANDERS



★ Hardware dealers can create new **EXTRA PROFITS** from ready and waiting home modernization jobs by owning and renting out this Lincoln Speed-O-Lite sander. People gladly pay up to \$5 per day in rentals alone. Besides you sell large amounts of supplies that are needed in any floor finishing or building modernization program.

#### THE LINCOLN SPEED-O-LITE

This famous rental sander has earned thousands upon thousands of dollars for hardware and paint dealers from coast to coast. The rental income that ranges up to \$5 per day is only a starter.

#### SPEED-O-LITE RENTAL SANDERS HELP YOU SELL SUPPLIES

Figures compiled by a number of your fellow dealers clearly indicate that you can **ADD SALES** of sandpaper, paints, varnishes, seal, tools, etc., averaging up to \$10 per day to each and every Lincoln Speed-O-Lite rental customer. We urge you—write today for full details about the Speed-O-Lite Sander Rental business. World's manufacturer of the most complete line of floor maintenance equipment.

**Lincoln-Schluter**  
FLOOR MACHINERY COMPANY, INC.  
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TRADE MARK **50** YEARS OF SERVICE



**TOPS in TORCHES**  
for over  
**50 YEARS!**

**C&L** TRADE MARK

**BLOW TORCHES and FIRE POTS**

Into the making of C&L Blow Torches and Fire Pots goes over 50 years' experience in building superior heat tools. Rugged construction assures long life. Skilled workmanship and expert engineering guarantee the most-up-to-the-minute blow torches and fire pots money can buy. C&L will continue to bring you top quality heat tools second to none in dependability and smooth performance. At leading jobbers everywhere.

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#### FLEXISEAL CAULKING COMPOUND

Preserves! Protects! Tenacious, weather-proof compound of a thousand uses for filling and sealing. In bulk or cartridge.



**GUN**—Applies the right amount of Flexiseal Caulking Compound in the quickest, most economical way.



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— Quick-loading Flexiseal Caulking Compound Cartridges cuts waste, saves time and labor.

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For glazing, re-glazing wood and metal sashes, pointing, etc. Forms tenacious, weatherproof coating, remains plastic underneath.



#### PUTTY 10% WHITE LEAD

Maximum quality wood sash putty. Guaranteed 100% Pure Linseed Oil. Pigment contains 10% white lead.

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Consistency, workability and excellent adhesive qualities give this putty an extra long life. U.S. specifications.



For information about the fast selling, profitable Landen Quality Line write

**LANDEN PUTTY WORKS**

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**YOU Recommend One of America's OLDEST and BEST KNOWN Lines**



**Single Action SPRAYERS**

No. 103  
26 ounce capacity, popular for household and garden use.



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Designed for fly spray and other sediment-free solutions.

**R. E. CHAPIN**  
MANUFACTURING WORKS, Inc. *Batavia, N. Y.*



**PRICED TO SELL**

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Brass Plated, Flat Face

# UTILITY HAND SCALE

To retail at **50¢**

Hundreds of uses around the home,  
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Accurate, all metal spring balance •  
50 lb. capacity • Sturdy construction •  
Polished brass plated face with pound indicator numbers clearly shown • Nickel ring and hook.

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IMMEDIATE DELIVERIES IN ANY QUANTITY

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Hundreds of Other Kindred Products Ready for Immediate Delivery.

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FRONT



BACK

### Featuring:

Attractive assortment of pictures lithographed on metal blanks permanently clenched into the face of the flue stoppers. Folding wire fasteners attached to slots raised from the metal of the blank.

	Blank Diameter	Fasteners	Shipping Weight Per Doz.	Per Gross
#3 Ivory	8-17/64"	6" or 7"	3 lbs. 7 oz.	43 lbs.
#8 Ivory	9 3/4"	7" or 8"	5 lbs.	62 lbs.

Packing—1 dozen per carton, 1 gross per case

Order from Your Wholesaler, or Write Us for Reference

**J. L. CLARK MANUFACTURING CO.**

ONE OF THE FASTEST SELLING, FAST-  
EST GROWING LINES OF FINE QUAL-  
ITY RUBBER HOUSEWARES ITEMS  
AND RUBBER TOYS IN THE COUNTRY

STALL SHOWER MATS  
BATH MATS • BATH SPONGES  
SEAT CUSHIONS  
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ETC.

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Aluminum juicer pivots  
freely on rubber base which  
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This unique all-in-one  
juicer gets *all* the juice—  
no bitter peel oil • Has no  
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Races through fruit juicing—  
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FINEST HOME AND HOBBY SAW  
EVER MADE

- Made of Finest Alloy Steel
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Factory Use
- Each Blade Attractively Packaged & Labeled

RIP CROSS CUT & COMBINATION  
6 to 10" Diameter

*Deliveries Made from Stock, Mail & Phone*

Sell These Saws at COMPETITIVE PRICES AND  
Make a GREATER PROFIT!

**LAFAYETTE SAW & KNIFE INC.**

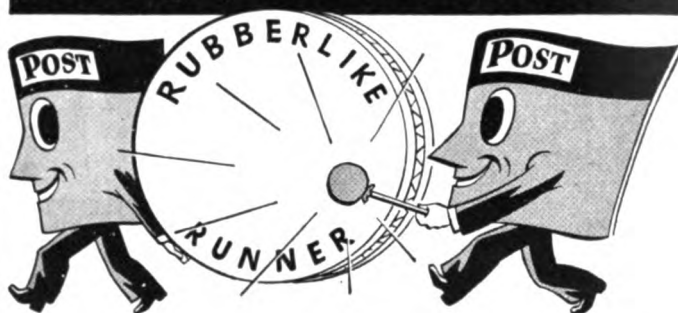
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115 Banker Street

Brooklyn 22, N. Y.

Manufacturers of Circular Saws, Band Saws, H. S. Planer &  
Jointer Knives, Moulding Blanks, Beveled Edge Shaper Steel.

Drumming Up MORE BUSINESS For You!



YEAR 'ROUND ADVERTISING IN THE POST!

Bird's continuous Saturday Evening Post advertising is now  
reaching hundreds of your customers—pre-selling them  
on Rubberlike Runner. Cash in on the steady demand for  
this economical, long-lasting floor protection. In rolls 27"  
by 100' and 36" by 75'. Your distributor has free sales aids.  
For his name, write Bird & Son, inc., 24 East St., East Wal-  
pole, Mass.

**Bird RUBBERLIKE®**

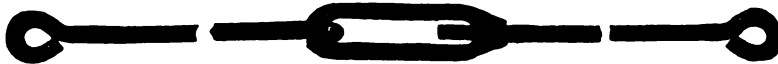
PATENTED  
NON-RUBBER  
CONSTRUCTION

*Runner*





# CHAMPION



SCREEN DOOR BRACE NO. 60

Another popular CHAMPION item to add to your screen door hardware list for a successful season. Order now for Spring delivery.

TWO SIZES — 21 inch and 42 inch lengths. Packed 1 doz. in a box, 1 gross in a case. TWO FINISHES—Bright Zinc BZ, Dull Japan DJ.

Nearly all hardware jobbers handle some products in the big CHAMPION line.

N  
O  
D  
R  
A  
G

The  
**CHAMPION HARDWARE CO.**  
GENEVA, OHIO

*If it's a CHAMPION it's a winner*

N  
O  
S  
A  
G

## PARKER

*Adjustable Shelf  
Standards*

FOR A THOUSAND AND ONE USES  
BOOK SHELVES • CUPBOARDS • STOCK-  
ROOMS • STORE FIXTURES • LINEN  
CLOSETS • MEDICINE CHESTS • CHINA  
CLOSETS, etc., etc. . . .



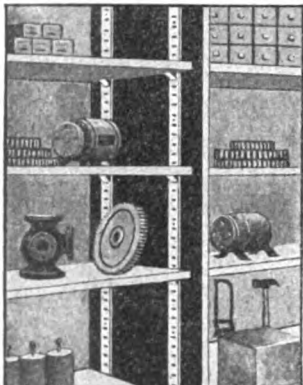
### "PARKER" ADJUSTABLE SHELF STANDARDS

are easily and quickly installed. Brackets snap in and out easily and require no tools. Shelves can be raised or lowered instantly as required. Alternate slots are numbered for easy lining up of shelves.

Made of heavy gauge steel, electro plated rust-resistant finish. Made in 12 ft. lengths. Can be furnished in any length to order. LOW IN COST.

Immediate shipment  
from stock!

Are you on our mailing list?



**S. PARKER HARDWARE MFG. CORP.**

SINCE 1900

"From Foundry to Finished Product"

27 LUDLOW STREET • NEW YORK 2, N. Y. • Phone CAnal 6-1680

1-48

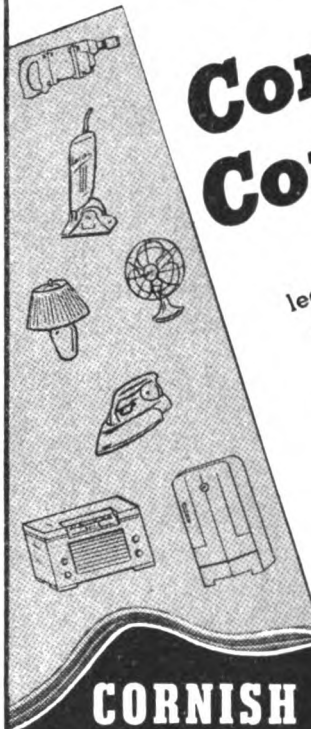


## Cords and Cord Sets . .

Selected by  
leading manufacturers  
... why not by you!

A full line of  
Flexible Cords for the  
Repair and Service  
Industry, obtain-  
able through jobbers  
and distributors

Approved by  
Underwriters'  
Laboratories



**CORNISH WIRE CO., Inc.**  
15 Park Row, New York 7, N. Y.

CARPENTER'S



WOOD  
AND ALUMINUM

ASK YOUR DEALER  
FOR  
MAYES TOOLS

## MAYES LEVELS

ORIGINATED 1896

MAYES GUARANTEES ACCURACY, SERVICE  
• AND DURABILITY •

MAYES BROS. TOOL MANUFACTURING CO., Inc. PORT AUSTIN, MICH.



MASON'S

WOOD  
AND ALUMINUM

CATALOG FOR  
ASKING

## FOLLOW THE LEADER IN "Want Ad" ADVERTISING —

Year after year HARDWARE AGE has led its field in the volume of classified as well as display advertising. Its classified columns bring together buyer and seller, employer and employee.

**HARDWARE AGE** Classified Opportunities Dept.

Those who contact the hardware trade know from experience that HARDWARE AGE is the logical medium to use to secure RESULTS from their classified advertising. Follow the leader.

100 East 42nd St., New York 17, N. Y.

# The BIG SELLING BRUSH CLEANER that REPEATS and REPEATS BECAUSE IT'S FAR BETTER



Proven by impartial tests of a nationally known Brush Manufacturer to be the most efficient brush cleaner on the market... has further proven itself as a steady repeat sales builder. 10¢ size—24 pkgs. in unit, 25¢ economy size—2 doz. in case.

**Consumers Crack Filler** (wood putty) preferred by professionals and home craftsmen alike because its powder form stays ready to use—mixes with water—works so easily.



**Consumers Patching Plaster**

...mixes white in cold water. No checking or shrinking. Quick bond to old plaster without sizing. In 1, 2½ & 5 lb. cartons; 2, 5, 10 & 15 lb. paper bags; 50 lb. bags—100 & 300 lb. bbls.



ORDER FROM YOUR WHOLESALER.



**Tiger Grip Linoleum Paste**—favored for use on wood floors—only a thin coat needed—no special tools—just a scrap of linoleum for a spreader. ½ pt., pt., qt., 1 & 5 gal. containers.

## CONSUMERS GLUE CO.

1515 N. HADLEY ST. ST. LOUIS 6, MO.

# SOUTHINGTON SCREWS

**For Wood or Metal**

Southington Wood Screws, Drive Screws and Sheet Metal Screws have upheld their quality since 1867. All standard sizes with various styles of heads in the most called for types. Send for screw catalog, also our catalog covering steel squares, tri-squares, bevels, etc.

**PHILLIPS RECESSED HEAD SCREWS  
FOR WOOD AND SHEET METAL**

Driver fits securely into tapered recess—will not slip out, or work to one side.



Supply the increasing demand for these modern, time-saving screws. All standard sizes.

## THE SOUTHINGTON HDWE. MFG. CO.

Est. 1867 SOUTHINGTON, CONN. Est. 1867

## MEMO:

*Check stock of  
torches.*

*Big demand  
this time of year.*

*Be sure to order  
BERNZ—"always reliable".*



**OTTO BERNZ CO., Inc.**

280 LYELL AVE., ROCHESTER 6, N. Y.

• TORCHES  
• FIREPOTS  
• MECHANICS TOOLS  
Since 1876

## HOME HANDY-MEN

**Go for This Idea  
in a BIG WAY**

... you can sell a lot of  
**33 with a bit of promotion**

Not long 'til Spring! ... then plenty of men in your community will be making their home repairs—reglazing windows and doors, patching plaster, etc.

Now's the time to start to "push", display and recommend Armstrong's Elastic Glazing Compound...

**MILES AHEAD OF  
PUTTY—in fact perfect**

Men like to work with this fascinating new glazing material—smooth as silk—never lumpy. You'll make friends, increase store traffic.

Our No. 33 won't dry out in an opened can—won't get rock-hard, crack or crumble through years of service... can be painted as soon as it's "on"... permanently seals glass in wood or metal sash.

Stock up NOW on this highly-profitable, fast-selling item!



Packed in easy-to-handle 1, 5 and 10-lb. cans, also in larger drums. Order from your jobber, or write us.

## The ARMSTRONG COMPANY

DETROIT 17 • CHICAGO 9 • DALLAS 1



# Brushes FOR TOUCH-UP AND MARKING

## FOR BRONZING AND ENAMELING

CARDED OR  
IN BULK

ROUND  
OR FLAT

SOFT HAIR  
OR BRISTLE

### M. GRUMBACHER

464 WEST 34th STREET, NEW YORK 1, NEW YORK  
M. GRUMBACHER OF CANADA LTD., 179 KING STREET W., TORONTO, ONTARIO

## THE BEST GUN-CLEANING ROD and BRUSH MERCHANDISING DEAL on the MARKET

Quality merchandise. Famous Mill-Rose reputation. Exclusive features. New packaging. Effective selling aids. Consistent advertising in FIELD & STREAM, SPORTS AFIELD, OUTDOOR LIFE, AMERICAN RIFLEMAN. Only the Britte-Bore line can offer you all these sales-making advantages — stock it now:



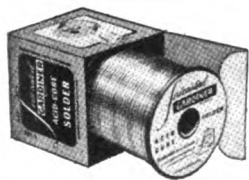
### Exclusive Features!

FREE DISPLAY SIGN — GET PROFITABLE MILL-ROSE PROPOSITION FROM YOUR JOBBER TODAY!

**THE MILL-ROSE COMPANY, Dept. HA**  
1985 EAST 59th STREET CLEVELAND 3, OHIO

## Q. Need Solder? A. Buy GARDINER!

BRAND



Solder the easy way — no fuss, no muss. Use Federated Gardiner Brand ACID CORE SOLDER... the flux is in the solder. For automotive and general work. Comes in all commercial sizes and quantities.

**Federated**  
METALS DIVISION

AMERICAN SMELTING AND REFINING COMPANY  
WHITING, INDIANA (CHICAGO)



## BRING HIGH QUALITY TO THE LOW PRICE FIELD

LeBus Type "A" Load Binders are drop forged of alloy and carbon steels, fully heat-treated, fully guaranteed and they have the dependable LeBus forged "ball-and-socket" swivel that cannot bind or deform... yet, they retail at prices that will appeal to farmers, light industrial haulers and others who demand quality at low cost. Stock them for additional sales... greater profits.

Also available are Type "C" and Type "L" Load Binders for heavier services. Complete information furnished upon request.

SOLD ONLY THROUGH RECOGNIZED JOBBERS AND DISTRIBUTORS

**LEBUS ROTARY TOOL WORKS**

P. O. BOX 2352

LONGVIEW, TEXAS



## IT'LL PAY YOU TO STOCK THE JOHN ALDEN KNIGHT LINE!

You can cash in on this quick-turning, high-profit line of John Alden Knight Flies and Streamers. Designed by Knight for his own personal use, this line is now available to fishermen everywhere. This line is to be advertised nationally in *Field and Stream* and *Outdoor Life* for the 1948 Trout Season. Packed in attractive plastic counter display pieces, every Fly bears Mr. Knight's signature. If you are not stocked on the John Alden Knight line, Send for our catalog at once!

EXCLUSIVE MAKERS

**BENNETT MILLARD FISHING TACKLE, INC.**  
130 WASHINGTON AVE. • BINGHAMTON 10, N. Y.

## "CUTS AROUND CORNERS"



K-D 99 Hacksaw Frame—all steel, one piece frame spans obstructions with short blades. Quick changeover for 3, 4 1/2, 6, 10, 12" blades. No loose parts. Ideal for Electricians, Plumbers, etc.!

Around a corner →

**K-D TOOLS**

Lancaster, Pa. and Hamilton, Ontario



## SELL MORE ALUMINUM PAINT

by stocking

**PERMITE'S "COMPLETE - 3"**

OUTDOOR PERMITE • CHROME FINISH PERMITE  
HOT-SEAL PERMITE

See your Wholesaler

**ALUMINUM INDUSTRIES, Inc., Cincinnati 25, Ohio**

The Originator of Ready-Mixed Aluminum Paints

# Red Devil

No. 61  
It costs no more to own the best. Buy RED DEVIL modern-line Glass Cutters and painters' and glaziers' tools.  
**RED DEVIL TOOLS**  
Irvington, New Jersey, U. S. A.



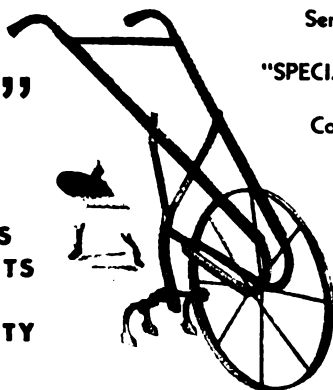
here it is . . .

# "GARDEN MASTER" Cultivator



**The Geyer Line**  
OF FARM AND GARDEN TOOLS

MORE SALES  
MORE PROFITS  
SELLING  
GEYER QUALITY  
LINE



Send Today for  
New  
"SPECIAL CIRCULAR"  
Illustrating  
Complete Line

See Our  
Advertisement  
in  
Hardware Age  
Directory  
Page 784

GEYER MANUFACTURING COMPANY • ROCK FALLS, ILLINOIS

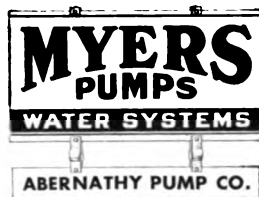
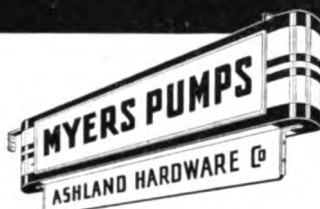
## WRIGHT HEXAGONAL NETTING

woven evenly  
with perfectly  
straight selvage  
... heavy, gleam-  
ing galvanizing  
... every roll car-  
ries the famous  
WRIGHT rooster  
trademark.



**G.F. WRIGHT** STEEL &  
WIRE CO.  
WORCESTER • MASS.

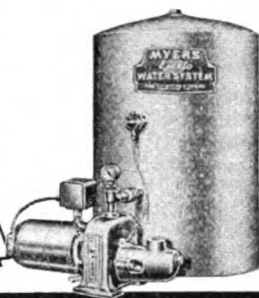
## MYERS SIGNS THAT TELL AND SELL



THE F. E. MYERS & BRO. CO  
Dept. M-43, Ashland, Ohio



THE business of a Myers Dealer need never suffer for lack of good identification. His Dealer Aid Catalog offers a complete assortment of Indoor and Outdoor signs in appropriate sizes for all purposes. Color, illumination, good design and durable construction combine to make Myers signs pay well in increased sales and profits.

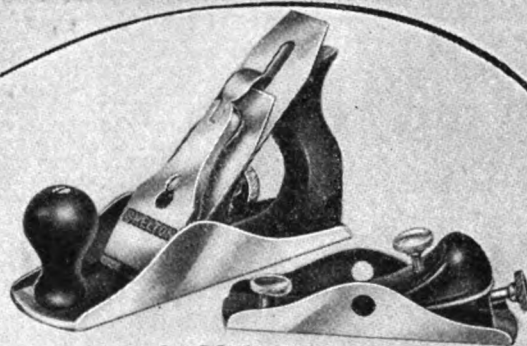


## Shelton Planes

From Block Plane to Jack Plane, the Shelton Quality Line is ruggedly constructed and perfectly balanced to make planing fast and chatter-free. The cutters are of open-hearth tool steel, carefully tempered and ground to hold a keen edge. Attractively finished and packaged to aid sales-appeal.

SOLD ONLY THROUGH JOBBERS

THE SHELTON PLANE & TOOL MFG. CO., SHELTON, CONN.



PRECISION BUILT  
The Quality Line



# Classified Advertising Rates

## Help Wanted, Accounts Wanted Business Opportunities Representatives Wanted, etc.

Set solid, maximum, 50 words..... \$5.00  
Each additional word..... .10

### Positions Wanted

(Special Rate) set solid, maximum,  
50 words..... \$5.00  
Each additional word..... .05

Allow Seven Words for Keyed Address  
or Your Address

## \*BOXED DISPLAY RATES \$8.00 Per Column Inch

Cuts or special borders not allowed.  
\*DISCOUNTS FOR BOXED DISPLAY ADS  
5% discount for 4 or more insertions  
No Agency Commission allowed on Classified  
Advertising.

REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,  
not currency or stamps.

Samples of Merchandise, Literature, Catalogs,  
etc., will not be forwarded to box number  
advertisers unless accompanied by sufficient  
postage for remailing.

**HARDWARE AGE** is published every other  
Thursday. Classified forms close 15 days  
previous to date of publication.

Address your correspondence and replies to

## HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

## Help Wanted

WANTED MAN TO WORK IN OHIO  
SEED STORE, good education, personal appear-  
ance and complete outline of your experience  
including age and salary desired in first letter.  
Address Box M-34, care of **HARDWARE AGE**, 100  
East 42nd St., New York 17, N. Y.

## Sales Representatives Wanted

**SIDELINE SALESMAN WITH TRADE  
FOLLOWING WANTED** by Established New  
York Wholesale Hardware and Tool Jobber to  
cover retail hardware and automotive trade in  
New England States; also Western New York,  
Pennsylvania, Maryland and Delaware on a  
commission basis. Address Box M-42, care of  
**HARDWARE AGE**, 100 East 42nd St., New York  
17, N. Y.

**SIDE LINE SALESMEN WANTED: MEN  
WITH FOLLOWING** among paint and hardware  
dealers, lumber yards, department stores, etc., to  
sell line of paint specialties including Paint &  
Varnish Remover, Aluminum Paint, colors in Oil,  
etc. Liberal commission. Only experienced and  
well established salesmen need apply. State ex-  
perience, territory covered and lines handled. Ad-  
dress Box M-59, care of **HARDWARE AGE**, 100  
East 42nd St., New York 17, N. Y.

**SALESMEN WANTED. UNIQUE. NEW.  
PATENTED. SMALL HARDWARE ITEM**  
perfect for lumber and hardware retailers. (Sold  
1/4 million in 6 months), long dealer discounts  
large commissions on initial and repeat orders  
Good salesmen earn \$25.00 daily. Territories  
east of Rockies and north of Ohio available  
King-Chippewa Co., Mfrs., 2517 California Ave  
St. Louis 4, Mo.

## SALESMEN WANTED

**ONE OF THE LARGEST AND OLDEST  
WHOLESALE HARDWARE HOUSES  
IN EAST NORTH CENTRAL STATES  
AREA HAS OPENINGS AT PRESENT  
FOR GENERAL HARDWARE SALESMEN  
IN SEVERAL CITY AND RURAL  
TERRITORIES LESS THAN 150 MILES  
FROM COMPANY'S WAREHOUSES,  
AND HAS ELECTED TO ASSIGN  
THESE TERRITORIES TO QUALIFIED  
WHOLESALE HARDWARE REPRESENTATIVES  
WHO ARE PRESENTLY  
EMPLOYED BUT DESIROUS OF MAK-  
ING A CHANGE.**

**STATE IN DETAIL PREVIOUS HARD-  
WARE EXPERIENCE, PRESENT TER-  
RITORY, AND INCLUDE REF-  
ERENCES.**

**ALL REPLIES WILL BE HELD IN  
THE STRICTEST CONFIDENCE.**

Address Box M-54, care of **HARDWARE AGE**  
100 East 42nd Street, New York 17, N. Y.

## Sales Representatives Wanted

**SALESMEN FOR SIDE LINE REPRESENTATION  
OF N. Y. MANUFACTURER**, Exclusive  
Forged Brass Products calling on Wholesale  
Hardware, Builders, Housefurnishings, Giftware  
Trade. All territories open. Excellent opportunity  
for right men. Replies held confidential. State  
age, experience and territories covered. Address  
Box M-61, care of **HARDWARE AGE**, 100 East  
42nd St., New York 17, N. Y.

**SALESMAN TO SELL MANUFACTURER'S  
FAST SELLING LINE of Wooden Folding  
Clothes Dryers, Accordion Type**, to department  
hardware, furniture and chain stores. Liberal  
commissions and excellent repeat order items. A  
staple side line with year round business. Beauty  
craft, Inc., 1569 Beacon St., Brookline, Mass.

**SIDELINE SALESMEN, SMALL TOWN  
COVERAGE; Hardware, Housewares, Appliance  
Stores. Liberal Commission. Catalog includes**  
tubular stools, chairs, automatic toasters, play-  
yards, curtain stretchers, gas stoves, heaters, pearl  
top hampers, aluminum outdoor and indoor dryers,  
pressure cookers, ironing tables, kitchen step  
ladders, salad-cutter, potato-ricer. Address Box  
M-46, care of **HARDWARE AGE**, 100 East 42nd  
St., New York 17, N. Y.

**TOP NOTCH SALESMEN WANTED**, who  
are now calling on Hardware Dealers, to handle  
High Grade Line of Small Hand Tools and Motor  
Arbors. Liberal commission. Most territories  
open. Write details of experience to Henry  
Bashian and Sons Co., 40375 Grand River Ave.,  
Farmington, Michigan.

## SALES REPRESENTATIVES WANTED

**NATIONALLY PROMINENT HARDWARE MAN-  
UFACTURER DESIRES CAPABLE REPRESENTATION  
AMONG WHOLESALE HARDWARE  
TRADE IN FOLLOWING TERRITORIES: NEW  
ENGLAND STATES, N. Y. STATE EXCEPTING  
N. Y. CITY AREA, PA., MARYLAND, AND  
DISTRICT OF COLUMBIA. HIGHEST INTEG-  
RITY AND BELIEF IN WHOLESALE DISTRIBUTION  
ESSENTIAL. EXCEPTIONAL OPPORTU-  
NITY FOR CONNECTION WITH LEADING  
MANUFACTURER IN FIELD. REPLY TREATED  
IN CONFIDENCE. OUR ORGANIZATION  
KNOWS ABOUT THIS AD.**

Address Box M-65, care of **HARDWARE AGE**  
100 East 42nd Street, New York 17, N. Y.

## Exceptional Opening for SALES ENGINEER

to cover  
N. Y. State and Eastern Canada  
Metalworking Industry  
Selling Experience Desirable  
But Not Essential

Nationally known manufacturer of produc-  
tion material wants man to advise cus-  
tomers on applications—not take orders  
—working in N. Y. State and Eastern  
Canada, with headquarters preferably in  
Buffalo or Rochester area. Salary to be  
commensurate with experience.

Requirements: Varied knowledge of metal-  
working production gained by plant work  
or selling; ability to travel extensively  
away from home. Write in detail about  
background. Interview arranged at New  
York headquarters; expenses paid.

Address Box M-69, care of **HARDWARE AGE**  
100 East 42nd St., New York 17, N. Y.

## Sales Representatives Wanted

## IMMEDIATE SALES OPENING

**EXPANDING NATIONAL DISTRIBUTOR OF  
ELECTRICAL WIRING DEVICES, APPLIANCES  
AND HARDWARE HAS OPENINGS FOR (4)  
ADDITIONAL EXPERIENCED SALESMEN TO  
COVER DEALERS ON AN EXCLUSIVE BASIS  
IN OUR PROTECTED NEW ENGLAND AND  
OHIO TERRITORIES. SALARY, BONUS AND  
LIBERAL COMMISSION AGREEMENT, FULL  
PROTECTION ON PRESENT AND FUTURE  
HOUSE ACCOUNTS. CAR ESSENTIAL. PER-  
SONAL INTERVIEW WILL BE GRANTED TO  
QUALIFIED MEN. GIVE COMPLETE INFOR-  
MATION IN FIRST LETTER.**

Address Box M-56, care of **HARDWARE AGE**  
100 East 42nd St., New York 17, N. Y.

# Classified Opportunities Section...

## Sales Representatives Wanted

**EXPERIENCED HARDWARE SALESMAN TO TRAVEL SEVEN SOUTHERN STATES,** selling Wholesalers Only. Good future for right man with sixty year established company. Write Box M-51, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**BUILDERS HARDWARE SALESMAN TO REPRESENT MANUFACTURER** of Quality Panic and Exit Bolts. Exclusive territories open. Write experience and lines now handled. Elton Hdwe Mfg. Co., Inc., 20 Shipman St., Newark, N. J.

**EXPERIENCED POWER TOOL SALESMEN WANTED** to sell Side Line of Nationally Advertised Homecraft Power Tool Accessories. Large dealer discount, special introductory deal, liberal commission. State lines carried, territory covered and trade being contacted. Address Box M-67, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**AMBITIOUS SALES REPRESENTATIVES NOW CALLING** on Variety, Hardware, and Department Stores wanted to handle an outstanding super quality low priced line of enamels and varnishes. New Merchandising idea insures sales and turnover. Straight commission. No objection to sideline. Some exclusive areas remaining. Write Box M-63, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**HIGH CALIBER SALES AGENT OR RETIRED BUILDER'S HARDWARE BUYER** with following for builder's hardware lines, wanted to represent manufacturer's agent, Ohio, Michigan, Indiana. Established accounts. Commission basis. Calling on hardware jobbers and contract builder's departments. Advise experience and lines carried. Address Box M-57, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**WANTED YOUNG MAN WITH RESIDENTIAL BUILDERS HARDWARE EXPERIENCE** to travel Virginia and the Carolinas in a sales capacity, to sell one of the Highest Quality and Most Recognized Lines of Locks and Latches, and Specialty Items on a commission basis with guaranteed income. In reply, give age, education and experience. Address Box M-55, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**SALESMEN TO CALL ON** Hardware, Pawn Shop, Sporting Goods and General Store Trade with Cutlery and Novelties, wanted, for following territories: Maine, Vermont, New Hampshire, Washington, Oregon, Montana, Idaho, Utah, Nevada, New Mexico, Wyoming, Colorado, Texas, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Oklahoma, Arkansas, Florida, Mississippi. Territories may be split—sideline or full time. Mitchell Mogal, Inc., 195 Canal Street, New York 13, N. Y.

## SALESMAN WANTED

By a Large Manufacturer of a Full Line of Leather Dog Collars, Harnesses, Leads, Muzzles, etc., to call on Hardware, Sporting Goods, House Furnishings, and Variety Dealers and Jobbers. Protected territory; liberal commission.

Address Box M-71, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y.

## Sales Representatives Wanted

**SALESMAN WANTED TO HANDLE FULL LINE** of Plumbing and Heating Specialties for a New York Concern. Commission basis. All territories open. Address Box M-73, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**MANUFACTURERS REPRESENTATIVE WANTED TO SELL** a Line of Fender Undercoating and Industrial Paints. Becker Paint & Varnish Co., P. O. Box 54, Bay City, Michigan.

**TOP NOTCH SALESMAN, 15 YEARS SUCCESSFUL SALES EXPERIENCE,** desires Good Line or Lines on commission basis to be sold through hardware, lumber and building supply dealers or jobbers in Oklahoma and Adjoining Territory. Address Box M-64, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**SALES REPRESENTATIVE—STATE OF INDIANA,** calling on hardware, plumbing, lumber and electric appliance jobbers and dealers. Protected territory and good commission. Give full information about yourself and goods now selling. Address Box M-60, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**SALES REPRESENTATIVE WANTED FOR FAST MOVING LINE OF LAWN TOOLS.** These items of our manufacture have long been fast sellers and profitable items. Choice territories open. Write details of yourself and territory desired to Robe Manufacturers Sales Company, Box 244, Ottawa, Kansas. See our advertisement page 175. (or other section of this magazine).

## Accounts Wanted

**MANUFACTURERS AGENT, WELL ESTABLISHED** CAN USE ONE OR TWO MORE GOOD LINES to the Wholesale Hardware and Mill Supply trade in Eastern Penna., Southern N. J., Delaware, Maryland and the District of Columbia. References. Address Box M-38, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**ACCOUNTS WANTED, ESTABLISHED MANUFACTURERS REPRESENTATIVE** covering Retail Hardware, Dept. Store, Variety and Implement Trade in the Northern half of Illinois and Eastern Iowa, excluding the Chicago Area desires to Represent Quality Manufacturers of hand tools, galvanized ware, lawn mowers, outboard motors and wheel goods. Hoover Kelley, 802 East Third St., Dixon, Illinois.

**ACCOUNTS WANTED, MANUFACTURERS AGENT** with office and storeroom, desires lines to sell hardware jobbers only and lines to sell direct retail hardware dealers, chain stores, house furnishing and department stores in Philadelphia, Eastern Pennsylvania, Central and Southern New Jersey—covered territory 15 years. Established trade. Address Box M-1, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

## Accounts Wanted

**ATTENTION MANUFACTURERS. WANT REPRESENTATION OF PRODUCTS WITH MERIT,** that need intelligent merchandising and thorough sales distribution, in Cleveland market. L. Robert Wittrock, 8510 Linwood Ave., Cleveland 6, Ohio.

## MANUFACTURERS' AGENTS

**INTENSIFIED COVERAGE BY 4 MEN COVERING ILL., IND., & WISCONSIN SELLING HDWE. JOBBERS & HDWE. CHAINS. AUTOMOTIVE JOBBERS & RETAIL CHAINS. ELECTRICAL JOBBERS. MILL SUPPLIERS. MAIL ORDER HOUSES. DEPT. STORE CHAINS—MANUFACTURERS WHO SELL OUTSIDE PRODUCTS THRU THEIR RETAIL DEALER ORGANIZATIONS.**

LEE E. LANE COMPANY  
824 So. Michigan Ave. Chicago, Illinois

## NATIONAL DISTRIBUTORS

Established—Reliable—Aggressive

**ANCO CORPORATION Pittsburgh 22, Pa.**

Branch Offices

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Covering all classes of jobbers. We will carry the accounts or you can bill direct.

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Established Agency with offices San Francisco and Los Angeles traveling six salaried salesmen wants Reputable Accounts. Calling on jobbers only. Will open Seattle office about April 1st.

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**WOLFELAND'S**

P. O. BOX 375 MONROE, N. C.

(Classified Opportunities continued on page 172)



# Classified Opportunities Section...

## Accounts Wanted

### IF YOU HAVE A PRODUCT AND NEED DISTRIBUTION WE HAVE THE SALES FORCE!

We are a Nationally-known manufacturer (rated AAA-1) with a sales force covering the entire United States, selling through Hardware and Sporting Goods Jobbers. We are equipped to handle the merchandising of a few additional lines if they tie in with our own products. We are particularly interested in items which retail during the Fall and Winter months.

We will buy your merchandise and stock it, distributing from our own warehouses. If interested, write us today sending descriptive literature, prices and all details. Address:

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MANUFACTURER'S AGENT CONTACTING FLORIDA HARDWARE TRADE desires One or Two Additional Non-Conflicting, Quality Repeat Specialties on exclusive basis directly from manufacturer. Address Box M-52, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

OREGON — WASHINGTON. COMPLETE JOBBER AND RETAIL COVERAGE of Hardware, Farm-Home and Implement Outlets. If desired, can also warehouse, bill and ship. Commission basis only. Exchange references. Costello Brokerage, Room 235, Portland Merchandise Mart, 821 N. W. Flanders, Portland, Oregon.

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ATTENTION MANUFACTURERS: REPUTABLE MANUFACTURERS REPRESENTATIVES, Dun and Bradstreet Rating, Seeking New Lines, Memphis and Vicinity, Ark., Miss., Tenn., with following among Builders Hardware Trade, Hardware Jobbers, Lumber Yards, Plumbing Supply Trade, Sporting Goods, Toys, Electrical Items and Appliances. Maintaining Permanent Display Rooms and Sales Offices, with full time sales force. J. H. Alexander and Son, 1605 Madison Ave., Memphis, Tenn.

## Accounts Wanted

## Positions Wanted

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### SURPLUS TOOLS AND HARDWARE AT BARGAIN PRICES

SOLD IN SMALL OR LARGE QUANTITIES—WRITE TO

**MAC WINNIG**

153 FRANKLIN ST. NEW YORK 13, N. Y.  
FOR SURPLUS LIST — OR CALL BE 3-784-5

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BARGAIN. 440,000 Folding Paperboard Boxes, Hardware Style. 1-piece and 2-piece. Sizes: 1-piece (tuck ends, glued side)  $4\frac{1}{2} \times 4 \times 5\frac{1}{2}$ ;  $4\frac{1}{2} \times 4 \times 4\frac{1}{2}$ ;  $3\frac{1}{2} \times 2\frac{1}{2} \times 6$ ;  $2\frac{1}{2} \times 1\frac{1}{2} \times 6$ ;  $3\frac{1}{2} \times 1\frac{1}{2} \times 3\frac{1}{2}$ ;  $2 \times 2 \times 4$ ;  $2 \times 2 \times 12$ ;  $4 \times 4 \times 8$ ;  $6 \times 3 \times 5\frac{1}{2}$ ; 2-piece (full telescope)  $2 \times 2 \times 2$ ;  $2 \times 2 \times 6$ ;  $10\frac{1}{2} \times 4 \times 2$ ;  $6 \times 2 \times 2$ ;  $4 \times 4 \times 4$ . Government Surplus. Especially high grade paperboard and construction, many solid Kraft. Rock bottom prices. Sell all or part subject to prior sale. Write or wire today for samples and prices. Eagle Paper Box Co., 106 S. 28th St., Tacoma, Wash.

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WE HAVE THE MOTORS YOU NEED.  
ONE OF THE LARGEST  
STOCKS OF ELECTRIC MOTORS.

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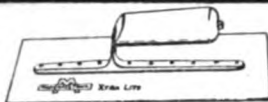
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22 W. 25th Street, New York City. WA 9-8407

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HARDWARE, HOUSEWARES, PAINT STORES,  
BUILDING MATERIAL & PLUMBING SUPPLY  
HOUSES

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U. S. ROUTE #1 OXFORD, PA.  
No Stock Too Large Or Too Small.

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retail Hardware  
Counter"*

Jaws close parallel, hold  
like a vise. Cutters have  
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Faithful Quality Since 1870

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TRADE MARK REGISTERED

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and 8" sizes

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no soap or water needed  
- for motorists, office-  
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List  
65c

Cat. No.  
D-74

Packed complete -  
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dispenser top and  
paper towels!

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SAN LEANDRO, CALIFORNIA and CHICAGO

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C O R D A G E P R O D U C T S

THE  
**ROPE**  
YOU CAN TRUST

PLYMOUTH, MASSACHUSETTS



ROPE  
BINDER TWINE  
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WASHER  
TROUBLES

BOOSTS  
WASHER  
PROFITS

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Curl nor Split**

- because their blades  
are made of TEM-CROSS  
Ingersoll Process Steel.

It is cross-rolled to give an  
interlocking mesh-grain structure  
and heat-treated to hold edge  
keenness and to resist curling  
and splitting. Write for prices  
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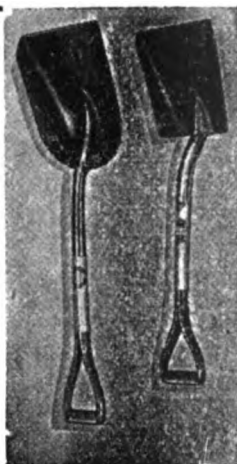
**INGERSOLL SHOVELS**

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Address Dept. H.A.

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Borg-Warner Corporation, New Castle, Ind.



**When You Know  
The Trade-Name—**

of a certain product and want to know "Who Makes It?" look in the General Directory Section of the "Who Makes It?" Number of **HARDWARE AGE** for the trade-name. You'll find it listed alphabetically under the product heading of the item in question. Alongside the trade-name you will find the name of the manufacturer, also the address of the maker arranged alphabetically in the same list. Keep your "Who Makes It?" Number close at hand where it will serve your wants quickly.

**HARDWARE AGE**

100 East 42nd St.

New York 17, N. Y.

**Rubyfluid**  
TRADE MARK REG.

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Liquid and Paste**

For customer satisfaction and more  
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See your jobber or write

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58 McDowell St. Columbus, O.





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Write us for name of nearest E-Z-Do Distributor

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Extra Strength at Less Cost!



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Sells on sight with every shovel, grain scoop, garden tool, etc., and as replacement handle. Exceptional mark-up! Heavy duty with sure grip handle design. Hard, virgin Aluminum Alloy for extra wear without rust. Save 66 2/3 on freight!

WRITE for CIRCULAR and PRICE LIST

FOSTER Aluminum Alloy Products Corp.  
114-118 S. Salina St. Syracuse 2, N. Y.

New JUMBO Model No. 801



## MINUTE MOP and Drainer

For LARGE FLOOR AREAS

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SLIDE SILENTLY - SOFTLY - SMOOTHLY

50c SET - 15c SET - 10c SET

SAVE FURNITURE  
& FLOORS - CREATE QUIET

Name "Domes of Silence"  
on each genuine Glide.



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For Tile, Marble, Cement and Bathroom Floors.  
Noiseless. Sizes for metal beds, wood beds, large  
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Ask your Jobber. If he is not supplied write to

DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.

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## The Tuffy Tumbler



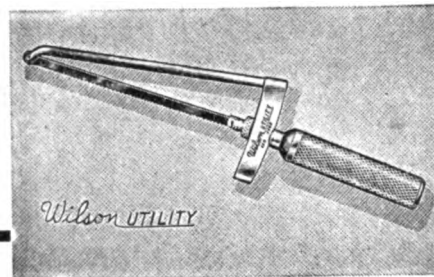
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of  
**Cleveland**  
forecast toys  
that offer so  
much more  
for much less.

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PROFITABLE  
BARGAIN-  
COUNTER  
SELLING



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## WILSON UTILITY SAW

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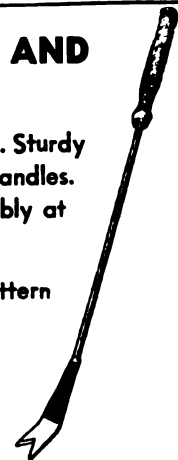
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Also Grass Whips. Ladies or heavy pattern—same fine quality. Ask your jobber.

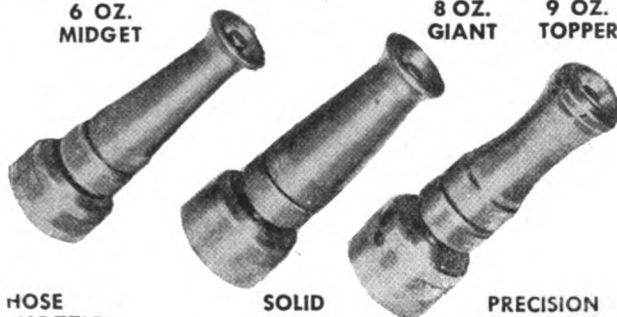
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**OTTAWA, KANSAS**



6 OZ.  
MIDGET

8 OZ.  
GIANT

9 OZ.  
TOPPER



HOSE  
NOZZLES

SOLID  
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5141 MILITARY

DETROIT 10, MICHIGAN



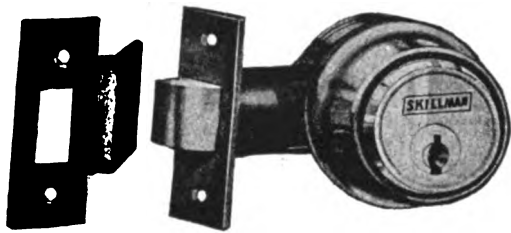
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NOW READY FOR PROMPT SHIPMENT

No. 90 Tubular Cylinder Night Latch

5 Pin Brass Cylinder, Brass Plug

Can be keyed alike or master keyed  
With All Skillman Cylinder Locksets  
Case 1" Diameter by  $3\frac{1}{8}$ " long, Backset  
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A Reliable Manufacturer For 66 Years

**SKILLMAN HARDWARE MFG. CO.**

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"4 in 1" Hand Punch

2 Pin Punches  $\frac{3}{32}$  &  $\frac{5}{32}$   
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A RIGHT COMBINATION in  
the hands of Toolmakers,  
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pair Shops, Hobbyists, Ca-  
binet Workers, etc.

• Punches are nested  
in hollow handle for  
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keeping • Diamond knurled  
for sure grip • Strong stur-  
dy, for long hard service •  
Scientific design and balance.



Packed on display board  
with easel

Forged from tough, high quality  
steel, hardened, tempered and  
polished for every use.

3 lbs. to the dozen

F.O.B. Your Door

Ask your Jobber — or write.

**STELRAY METAL PRODUCTS, INC.**

SHELTON CONNECTICUT



No. 325



No. 458



No. 125



No. 300



No. 426



No. 250



No. 175



No. 175



No. 175 1/2



No. 176

**Non-corrosive • Stronger than cast iron**

All items available in finishes of Brass, Nickel,  
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**Stanho**  
PRODUCTS

**PACKED FOR THE JOBBING TRADE  
WOODRUFF KEYS**



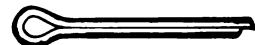
**MACHINE KEYS**

ALL



TYPES

**COTTER PINS**



**TAPER PINS • STRAIGHT PINS**

COMPLETE LINE "STANHO" ASSORTMENTS

NEW STANDARD BRAND

**HORSE SHOE NAILS**

**STANDARD HORSE NAIL CORP.**

SINCE 1872

NEW BRIGHTON • PENNSYLVANIA

# NEW PACKAGES FOR CAP SCREWS



★ better shelf appearance  
★ easier stock handling

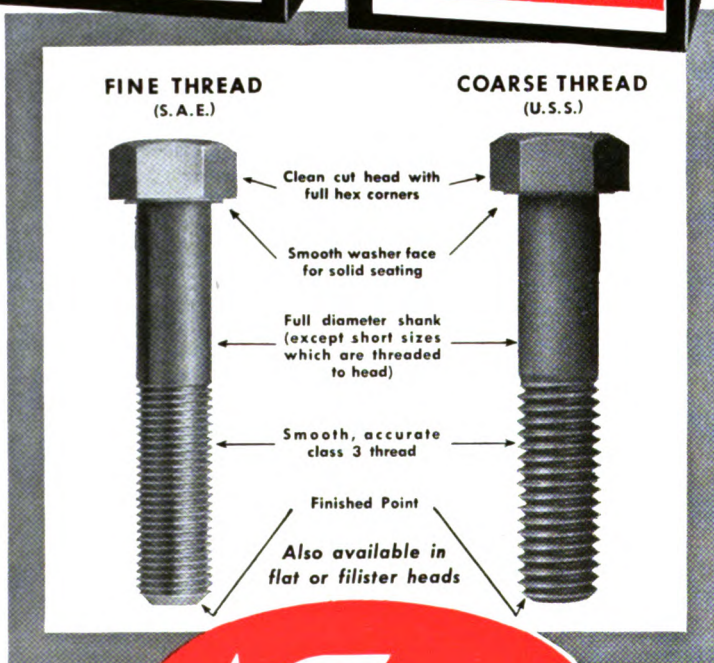


with Uniform Quality  
throughout "National's"  
complete range of sizes

Your customers get the feeling of quality the minute they see these attractive new packages for "National's" Cap Screws. You get better shelf appearance, easier sales, easier stock handling.

"National's" Cap Screws are expertly made with uniform quality throughout a complete range of diameters and lengths in either fine or coarse thread. They are manufactured from both low and high carbon steel. The high carbon steel (C1035), heat-treated and drawn, is used where greater tensile strength is required. Every detail is perfect—the heads are a true hex with parallel faces for a close wrench fit—heads have smooth washer faces for solid seating—threads are smooth, accurate—points are smooth finished.

"National's" Cap Screws are part of the most complete line of fasteners made by one manufacturer—your most desirable line to handle. Sold by leading distributors.



THE NATIONAL SCREW & MFG. COMPANY, CLEVELAND 4, OHIO



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